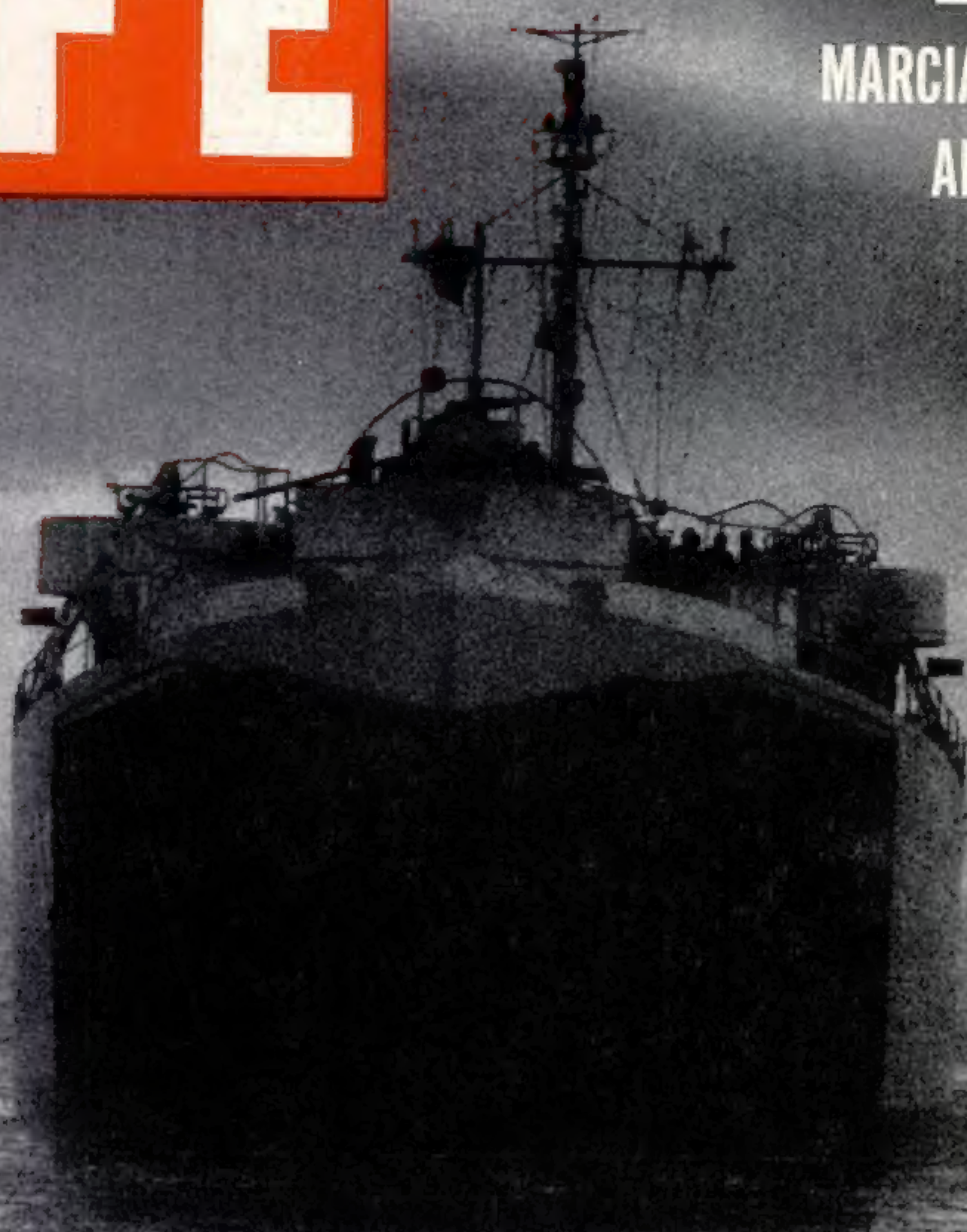


# LIFE

THE BIGGEST SECRET  
OPERATION SINCE D-DAY

MARCIANO, CHALLENGER  
AND FAVORITE



AN LST IS WAVED  
INTO NEW POLAR BASE

20 CENTS

SEPTEMBER 22, 1952





Give a party touch to your  
everyday sandwiches with

**Borden's Cheese Spreads!**



Do you have a week-end lunch problem?  
Or do you pack a lunch-box every day? Or  
want good ideas for parties?

Get acquainted with Borden's Cheese  
Spreads! Eight of the most satisfying  
sandwich fillings you could know! They  
taste so good! Your favorite varieties of  
cheese are already blended (to save you  
work) with good things like crisp bacon  
crumbles . . . plump morsels of pimento  
. . . juicy bits of pineapple . . . old-fash-  
ioned pickle relish! So soft and creamy,  
they spread as smoothly as a smile!

For all sorts of sandwiches under the  
sun . . . man-sized or bite-sized; double-  
deckers, toasted, open-faced or plain . . .  
choose Borden's Cheese Spreads in the  
family's favorite flavors at your food  
store today!

Vera-Sharp • Cheese 'n Bacon  
Pimento • Smokey • Olive Pimento  
Relish • Blue • Pineapple



What a beautiful party glass!  
After you've enjoyed Borden's  
Cheese Spreads, you'll enjoy using  
the glasses on your table!

They're smartly styled! Crystal  
clear! Sturdy, well-balanced, with a  
heavy base! Glasses that look right  
with any color table-setting.

Mm-mm-m good!  
Fresher-tasting  
Borden's Cream Cheese!

No matter how you use cream  
cheese—in sandwiches, snacks, on  
crackers, or for fine, fine frostings  
for cakes—you'll like Borden's  
Cream Cheese better! That's be-  
cause Borden's Cream Cheese is  
fresher—and the tightly sealed  
wrapper protects this freshness  
longer, too!

Get Borden's Cream Cheese in  
3-oz. or thrifty 8-oz. package from  
the dairy case at your store.



Elmer's Corner for MEN—

*A suggestion about Liederkranz*

Some women are inclined to over-  
look the one cheese that brings the  
brightest light to a man's eye . . . the  
most contented sigh from his lips.

We speak of Liederkranz Brand  
Cheese, of course. That golden-surfaced  
cheese with a creamy yellow heart. The  
cheese with the rich, deep, baritone  
flavor that's such a good companion  
for a man's favorite beverage.

So may we suggest, sir, that you re-  
mind her . . . prod her . . . beg her to  
put Liederkranz on her shopping list?  
If all else fails, that you make a special  
trip to the food store yourself for this  
noble cheese? It's worth it!

**Borden's Fine Cheeses**

FOLKS WHO KNOW CHEESE SAY "BORDEN'S, PLEASE!"



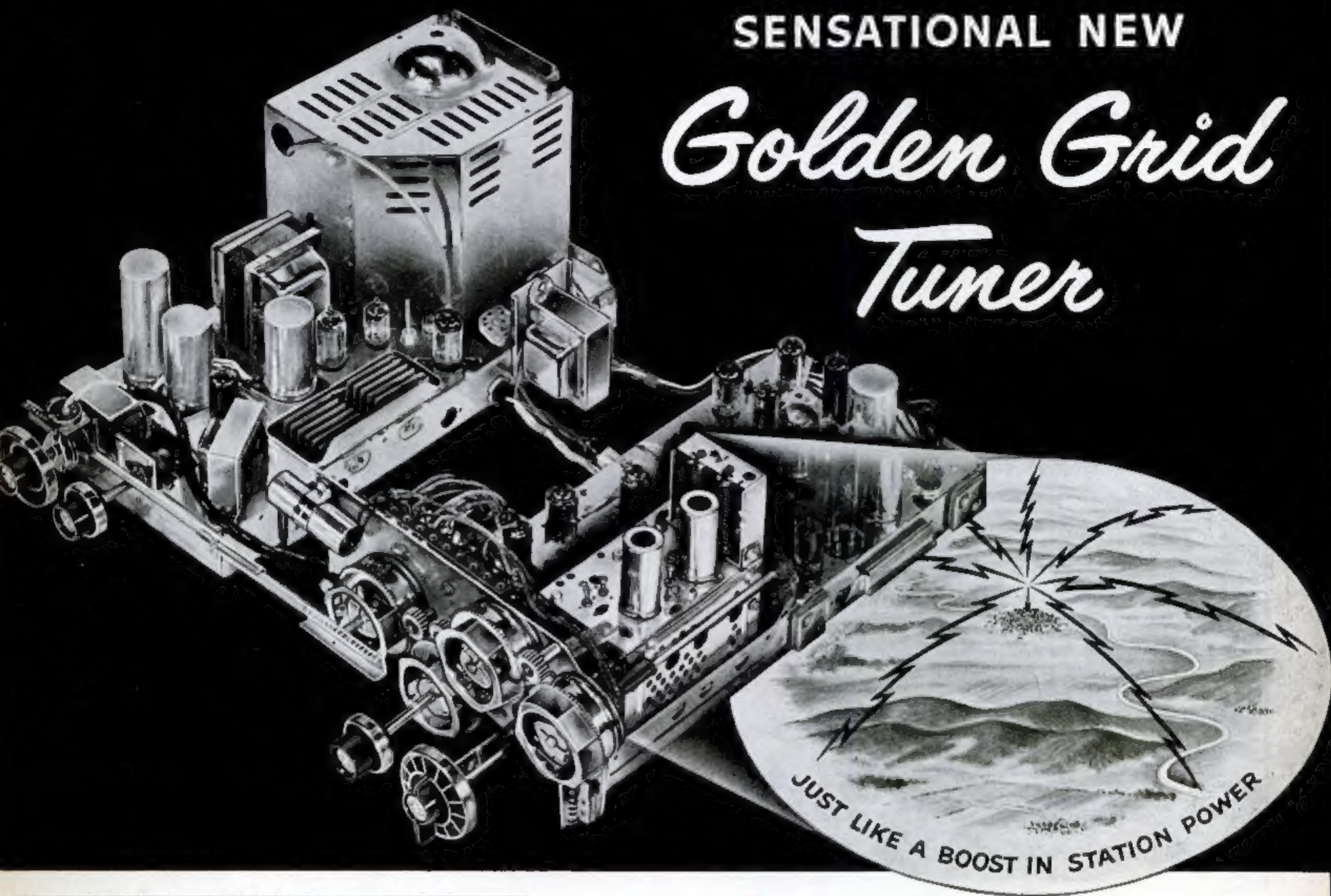
America's favorite line of foods! Folks buy more food packages carrying Borden's brand name than any other in the world! © The Borden Company



Once again **PHILCO** steps out ahead!

SENSATIONAL NEW

# Golden Grid Tuner



**Brings television to whole new areas  
that never enjoyed it before!**

HERE from Philco for '53 is sensitivity, picture quality and sheer power unmatched by any set anywhere!

Yes, the fabulous new Philco Golden Grid Tuner and television's greatest "Power Plant" have made possible the first High Fidelity television ever built for the American Public!

### TV's greatest "Power Plant" now greater than ever!

Here's performance never before approached . . . tuning-power so amazingly perfected that owners boast of near-station reception way out where ordinary television brings in washed-out pictures—or none at all.

Built-in electronic directional aerial for

VHF and UHF—another Philco "first"—allows you to merely plug in and play in up to 8 out of 10 locations. See and hear the new Philcos today! You'll be amazed and thrilled.

### Designed For Built-In All Channel UHF



Every 1953 Philco may be easily equipped with the built-in Philco All Channel UHF Tuner to receive not one but all UHF stations reaching your locality. New Philco developments assure finest performance, most complete and economical UHF service in television . . . don't settle for less!

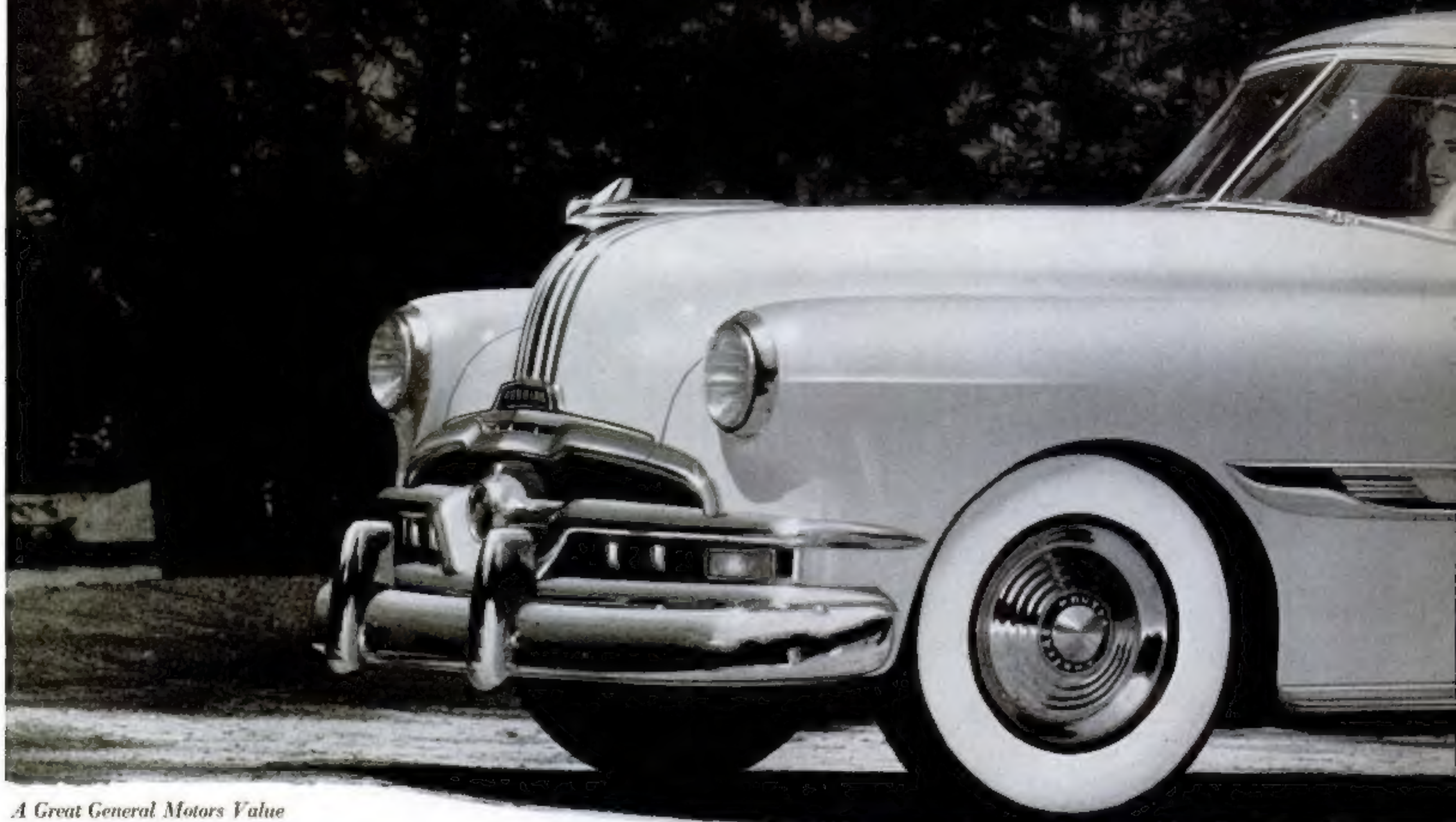


● **PHILCO PERFORMANCE—PHILCO QUALITY—PHILCO VALUE** . . . the superb 2269. Full-door beauty in rich African Mahogany. Golden Grid Tuner—world's most sensitive . . . 21-inch "no-glare" tube. Power-packed high fidelity chassis, directional Electronic Aerial, variable tone control, casted cabinet. Also available with full Remote Control. Philco Television: 17- to 21-inch screens, \$199.95 to \$845.00\* Federal tax and warranty included. (\*Slightly higher, South and West.)

**PHILCO** *High Fidelity* **TELEVISION**



# Wonderful



*A Great General Motors Value*

## Wonderful Miles! Wonderful

If you want to learn how wonderful miles can be, come on in and get behind the wheel of a new Dual-Range\* Pontiac.

You'll think every street and road you drive on has been improved, every bottleneck opened up, every hill made lower and easier—that's what a Dual-Range Pontiac does for you!

In Traffic Range you can feel the eagerness and pep of Pontiac's great high-compression engine, ready and eager to ease you through any driving situation.

On the open road, Pontiac's Cruising Range takes over—engine revolutions are reduced as much as 30%. Pontiac's great engine is so effortless, so smooth, so quiet you can feel it saving you gasoline every mile!

There are many other things you should know about this powerful, economical Pontiac: It's the lowest-priced straight eight in America; the lowest-priced car with Hydra-Matic Drive; the most beautiful thing on wheels.

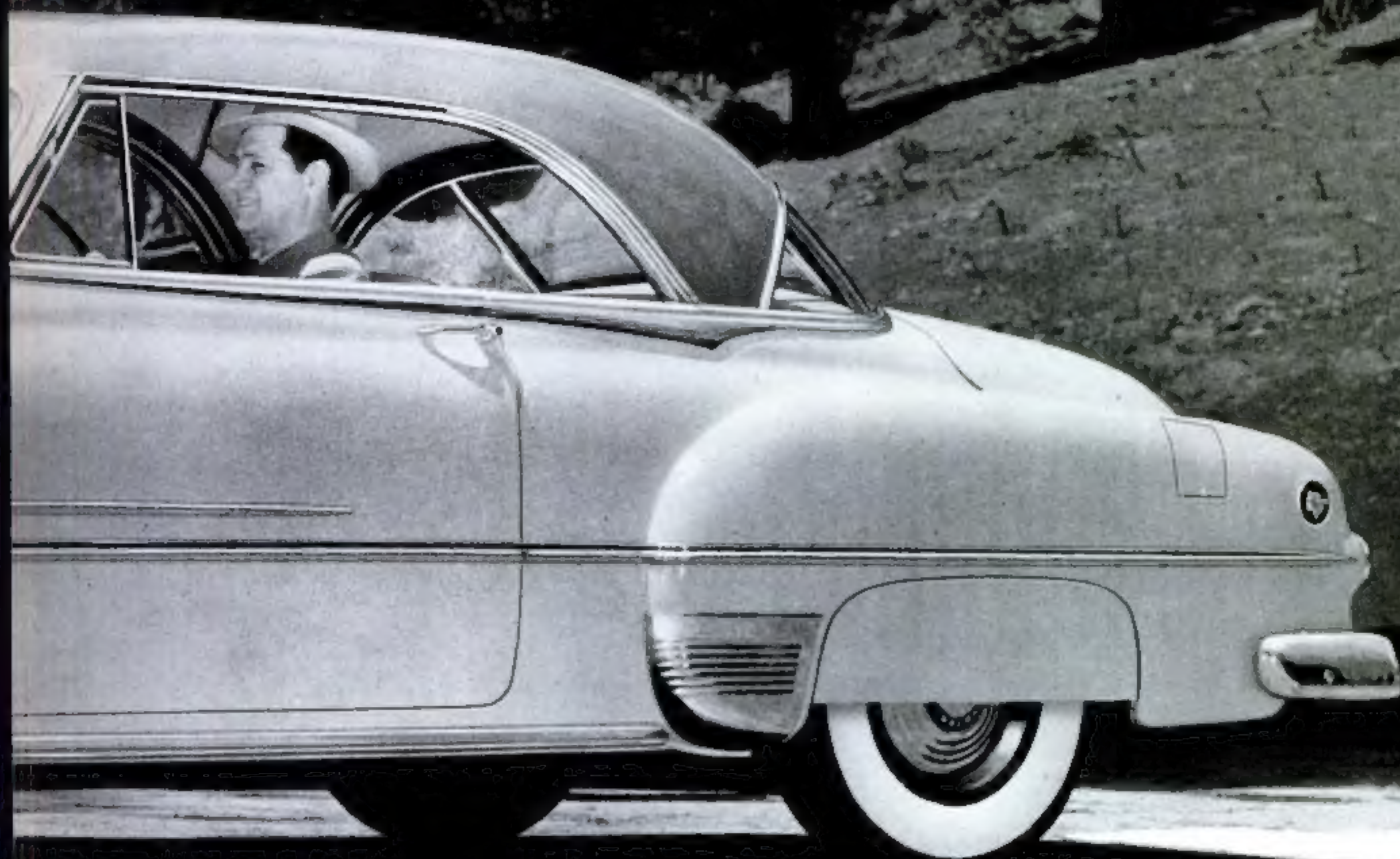
Come on in, get all the facts and figures—it's so easy to have the never-ending joy of owning and driving a Pontiac.

\*Optional at extra cost.

**SEE YOUR NEAREST PONTIAC DEALER TODAY**



# to Drive!



## Mileage!



**Dollar for Dollar**

**you can't beat a**

# Pontiac



*Drive it  
Yourself!*

- Powerful High-Compression Engine
- New Dual-Range Hydra-Matic Drive\*
- New High-Performance Economy Axle
- Beautiful Silver Streak Body by Fisher
- Three De Luxe Upholstery Ensembles
- Choice of Six or Eight-Cylinder Engine

**DRIVE A GREAT NEW DUAL-RANGE PONTIAC!**

This One



BCX8-KN9-5F46

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...and thrifty to boot!

Fire-Chief gasoline speeds up your starts, smoothes your get-a-ways, and levels the hills — and it sells at regular gasoline prices, too. So fill up your tank with Fire-Chief — for plenty of action that's thrifty to boot — at your Texaco Dealer ... *the best friend your car ever had.*

... and don't forget the best motor oil your money can buy.



**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

*Texaco Products are also distributed in Canada and Latin America*



**TEXACO**  
**FIRE-CHIEF**  
**GASOLINE**



*Faithfully yours*  
**50**  
*for Fifty Years*

**TUNE IN:** On television—the TEXACO STAR THEATER starring MILTON BERLE. See newspaper for time and station.





**THE TELEPHONE CENTER** at Camp Gordon, Georgia. This is one of more than a hundred such centers at the principal military camps and naval bases throughout the United States. They are provided by the telephone companies to assist service men and women with their Long Distance calls.

# *They're Home Again by Telephone*

**"Hello, Mom! I'm OK."** These are precious, priceless words—spoken thousands of times a day by our men in uniform.

Wherever they go or whatever they do, the telephone is their link with home. Over it go the voices of loved ones, the cry of a baby, the news that all is well.

That's why providing attractive, comfortable telephone centers at army camps and naval bases is such an important and heart-warming part of the work of the Bell System.

We like to have soldiers say, as one did recently—"It makes a guy feel good to know he can call home and be treated nice while doing it."

**BELL TELEPHONE SYSTEM**









## Which wedding trip would you have taken?

Neither Jack nor I have any rich uncles. But there *is* my Aunt Mildred, the only one in either family who's well-blessed with worldly goods.

For our wedding gift, Aunt Mildred offered us a honeymoon trip—anywhere we liked—to the mountains, desert, seaside resort. Then we thought of another destination.

I asked her if she'd mind our taking a *shorter* trip instead—downtown to the jeweler's. For Jack and I had always felt that the ideal way to start our marriage would be to own a set of International Sterling.

And darling Aunt Mildred agreed! "What you mean," she smiled, "is that your honeymoon will be glorious no matter *where* you spend it. Rather than have just the memory of a trip, you'd prefer the *lifetime* of pleasure that International Sterling will give you."

Our honeymoon up at the lake near home was simply heaven. But so was coming back to our first dinner—scooped out of cans but served like a banquet—with the most beautiful solid silver ever made.

We use our sterling every day—and every day we're reminded of the perfect choice we made. For there's only one thing that can match the glow of International Sterling...and that's the glow of *pride* we feel in owning it!

Today, International Sterling is one of the greatest values your dollar can buy. You can still get a 6-piece place setting for as little as \$27.50, including Federal tax.

## International Sterling

THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!

PRELUDE—  
AMERICA'S BEST LOVED PATTERN



BLOSSOM TIME



ROYAL DANISH



Shown here, just 7 of the 15 inspired  
International Sterling patterns  
you'll see at your silverware dealer's.



# Clean faster, easier with Jet Power<sup>SUPER</sup> Suction!

## UNIVERSAL Jet 99 NEW SUPER-TYPE VACUUM CLEANER



Naturally—  
NO DUST BAG  
TO EMPTY!

## EMPTIES IN 2 SECONDS



### JUST PRESS THE BUTTON . . .

Nothing to take apart . . . no heavy motor to remove. No clips, no clamps . . . nothing to forget or "wrestle" into position. The button and the bag are out front for easy access!



### TOSS THE PAPER BAG AWAY!

No dust bags, no cans, no filters to empty. Just lift out the paper filter bag and throw it away. It's so simple and quick, it's the easiest cleaner in the world to empty!



Get a Free Jet 99 demonstration at this display.

In Canada sold by  
The T. Eaton Co., Limited

Landers, Frary & Clark (L-F)  
New Britain, Connecticut

Please send me complete information on how to do my home cleaning easier and faster with the Jet 99.

Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_

State \_\_\_\_\_

America's Most Complete Line of Home Cleaning Equipment

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

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FOR SIMPLE

# HEADACHE

TAKE

# BAYER

ASPIRIN

FEEL BETTER

# FAST!



"DUBBLE BUBBLE GUM'S  
MY FAVORITE"...



says  
Alexander  
Marx

ALEXANDER MARX, 9-year-old son of Harpo Marx, whose recent Victor album release is "Harpo by Harpo," says, "I like Fleer's secret flavor, because it lasts longer. I usually buy the five-piece package so I'll have a good supply on hand!"

World's best value  
for a  
penny!



FUNNIES, FORTUNES, FACTS  
ON EVERY WRAPPER!

ALSO IN 5-PIECE PACKAGES  
AND 20-PIECE BAGS





"Take it from me, folks—

**This Bottom is Tops!"**



Your Shoe Service man—

is a craftsman who takes pride in a job well done. That's why he recommends NEOLITE re-soles so strongly and features genuine NEOLITE so prominently in his shop. He knows NEOLITE Soles give twice the wear on children's shoes, greater comfort for men's shoes and help give women's shoes trim lines, long-lasting smartness!

"Sure, there are other soles that claim to be like NEOLITE. But you can take my word for it—not one of them can come up to the *real thing* for comfort, lightness and long, long wear!"

Every genuine NEOLITE Sole is plainly marked NEOLITE. So don't just look for a name, look for this name—NEOLITE!

Step on it!

**NEOLITE**  
**SOLES**



IN THE FACE OF WORLD TENSION, America is again working against time to build up its Air Power. It is not for us to say how much Air Power this country should have—that is for your military leaders to recommend and Congress to decide. We do, however, feel a responsibility to help you understand the vast complexity of modern aircraft manufacture and operation so that you may realize why the job at hand takes so long and costs so much . . . and why America's security demands a long-range Air Power program in peace as well as war.



GRUMMAN GUARDIAN OF NAVY HUNTER-KILLER TEAM ATTACKS SNORKELING SUBMARINE WITH "HOMING" TORPEDO AS RADOME-EQUIPPED PARTNER STANDS

## YOUR NAVY IS TACKLING A LONG, HARD JOB— BUILDING AN AIR DEFENSE AGAINST SUBMARINES

Early in World War II, allied shipping—our lifeline to troops abroad—was virtually at the mercy of Axis submarines. During 1942, in the Atlantic alone, 219 ships were sunk. Yet two short years later this number had dropped to twenty! The Navy won this battle two ways: detection methods were radically improved and aircraft were teamed up with increased numbers of surface vessels.

Today, America faces an even greater potential menace, for a whole new breed of submarines has now come into being. Bigger, twice as fast, and equipped with "snorkel" breathing devices, they can operate for weeks without surfacing, thus avoiding one trap which doomed their predecessors.

Not only are modern submarines more difficult to detect, but their role has increased enormously. Today's submarines are capable of launching atomic missiles destructive enough to severely damage a city.

Running a defense team against such elusive targets is a long, hard job. First it means endless research to develop super-sensitive detection gear—radar able to pin-point a submarine's snorkel; magnetic devices which locate metallic objects under water; and sonobuoys which "listen" for undersea noise.

Then to employ this complex equipment anywhere in the world, and to destroy submarines after they are located, the Navy and the aircraft industry have had to develop a variety of highly specialized

aircraft, including huge, long-range patrol planes, new types of blimps, helicopters, and hunter-killer teams of both land and carrier-based aircraft.

Add to all this the need to train flight crews . . . detection gear technicians . . . ground crews and other highly skilled personnel, and you can see what a tremendously complicated job the Navy is tackling in just this one phase of Air Power.

To succeed, the Navy must have public understanding of the time needed to expand Air Power . . . and a recognition of the hard fact that Air Power must be consistently maintained in peace if it is to be relied upon to help prevent—or meet—the terrible emergency of war.





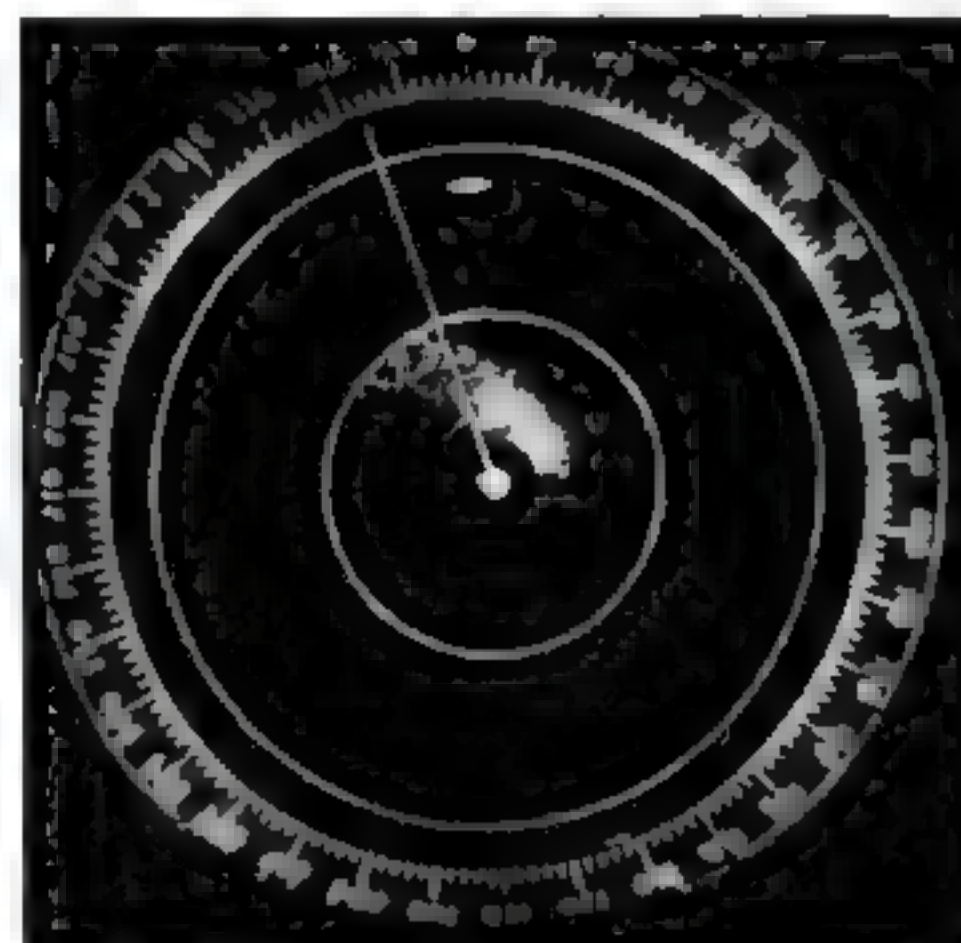
**BLIMPS** are vital to the Navy's air-sea anti-submarine team. They can remain airborne a week without refueling, fly at slow speeds for spotting and directing air and sea attacks, and have ample space for crew's quarters, bulky depth charges and electronic gear. They can cross oceans with convoys by refueling from carriers and tankers. But many more of the latest high-performance types would be needed for an all-out war.



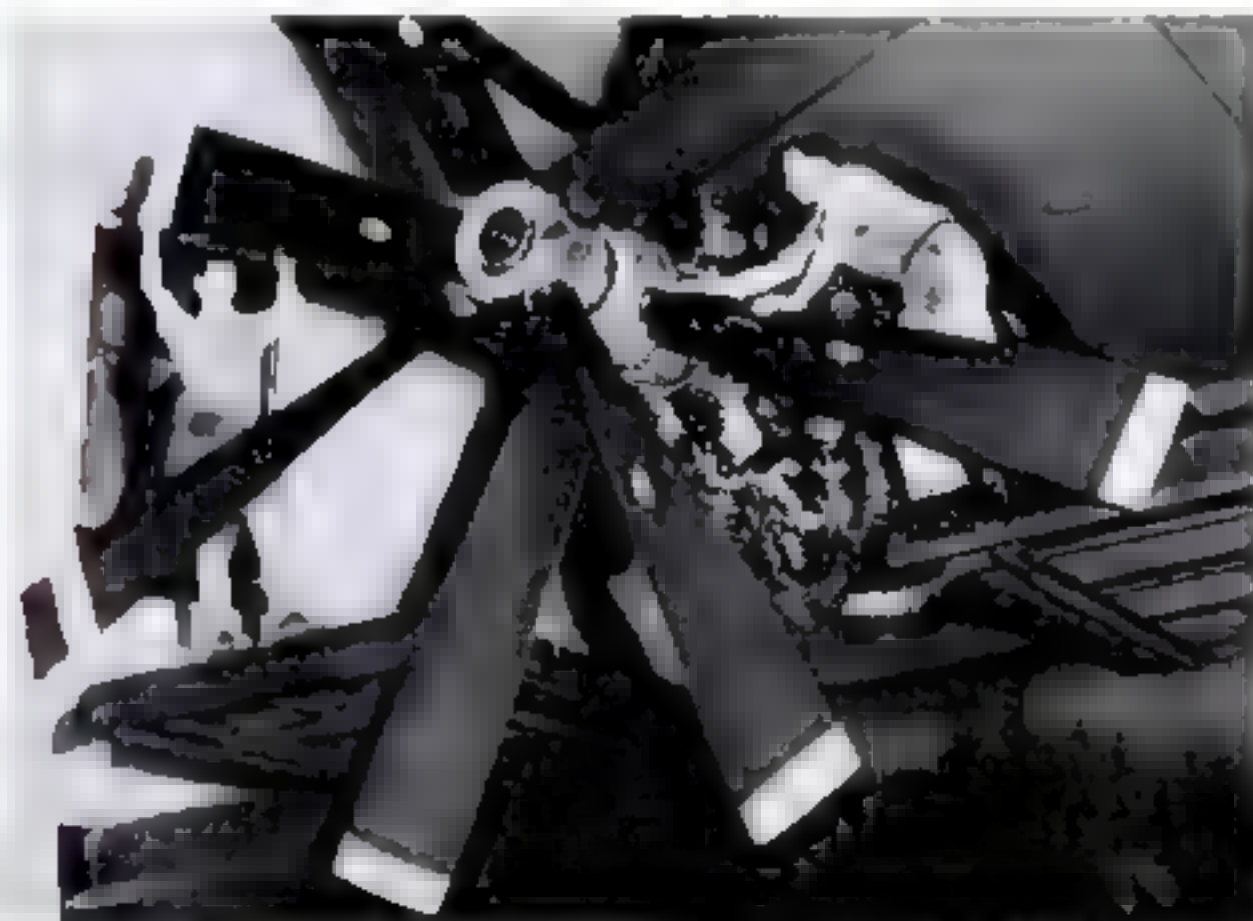
**TRAINING** pilots and crews (above, anti-submarine crew at work) is complicated by the large variety of aircraft used, intricate detection equipment which must be operated and maintained, and precise tactical teamwork required for operating with air and sea units. Training has been stepped up, but expert pilots take over a year to train, plus months to season. Radar and sonar technicians need a year of special training.



**SUB-HUNTING** from long-range, land-based patrol planes (above, Lockheed P2V) or from big flying boats, calls for covering vast distances and searching in any kind of weather. Such aircraft, equipped with more than two tons of electronic gear, can detect a surfaced submarine over a 20-mile radius, or the tip of a submarine's snorkel many miles away. Sufficient armament is carried aboard plane to completely destroy a submarine once it has been tracked down.



**SURFACED SUBMARINE** appears as a tiny "blip" on a patrol plane's radar screen (in photo above, spot at top). Only a skilled radar operator, after a long period of training, can correctly interpret the many images seen.



**MODERN** aircraft need quantities of complex equipment which take years to design and develop—more years to put into full production. To give you an idea of the great scope of this task, the 8-bladed Hamilton Standard propeller pictured above, being developed for gas turbine engines, is only now emerging from the experimental stage after more than 5 years of continuous work.



**EVERY YEAR** design and production of aircraft like the Navy's Grumman hunter-killer planes (above) grow more complex, time-consuming. What's more, rapid strides in almost every field of weapons make it urgent that development of advanced aircraft for the future go hand in hand with accelerated production of current types. Only a sound Air Power Policy—and elimination of "stop-and-go" planning—can assure America of the air strength to meet all emergencies.

# UNITED AIRCRAFT CORPORATION • EAST HARTFORD, CONNECTICUT

Makers of Pratt & Whitney engines, Hamilton Standard propellers, Chance Vought airplanes and Sikorsky helicopters for the United States' armed forces and the finest airlines in the world.



# It's Nice Seeing You

## AT A STANLEY HOSTESS PARTY



Women do like the opportunity a STANLEY Hostess Party gives them to meet and enjoy the company of friends. But even more, they appreciate being able to shop in "armchair" comfort for STANLEY's many QUALITY PLUS products:—time-and-work-saving house-

keeping products, aids to improve personal grooming, and many other products to guard the family's health. If you haven't entertained your friends and neighbors at one of these practical and enjoyable STANLEY Shopping Parties recently, why not plan to do so right away?

To arrange for your own STANLEY Party is easy. Just phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY's Home Office in Westfield, Massachusetts.



Ask your STANLEY Dealer how to get, without cost, this Küchen Utensil Set.



**STANLEY LEADS** with more than 150 QUALITY PLUS Products featured exclusively at STANLEY Hostess Parties: Housekeeping aids such as Mops, Brooms, Brushes, Dusters, Waxes, Polishes, numerous Cleaning Chemicals. Personal grooming aids such as Toilette Articles, Bath Accessories, wide assortments of Personal and Clothing Brushes.



## Originators of the famous Stanley Hostess Party Plan

Stanley Home Products, Inc., Westfield, Mass.  
Stanley Home Products of Canada, Ltd., London, Ont.

(Copr. Stanley Home Products, Inc., 1953)

## LETTERS TO THE EDITORS

### "OLD MAN AND THE SEA"

Sirs:

Hats off to LIFE and thank you for *The Old Man and the Sea* (Sept. 1)! Hemingway has written a classic and I congratulate LIFE for recognizing it as such and making it available.

KATHARYN CHRISTENSON  
Manhasset, N.Y.

Sirs:

It is a superb accomplishment, deeply moving and full of rich significance. . . .

RACHEL L. CARSON  
Woods Hole, Mass.

Sirs:

From the minute I began the story, I was held spellbound. This story is terrific! The sustained action, the exciting impact of the struggle . . .

I was no fan blindly following Hemingway, especially after his last novel, but after this, I think he is one of the finest of the contemporary novelists.

JUSTINE MANSFIELD  
Gary, Ind.

Sirs:

I feel I must immediately congratulate you upon your publishing of Ernest Hemingway's *The Old Man and the Sea*.

As a woman, I am not particularly interested in "fish stories," but after I read a few paragraphs of this majestic piece of work I became utterly absorbed in the noble, heroic tragedy of the tale.

Hemingway has surpassed himself in this magnificent tale of a man confronted by inexorable destiny, and humbly, magnificently, conquering it.

TAYLOR CALDWELL  
Eggertsville, N.Y.

Sirs:

Wow! I'm all in!  
I feel as though I had that fish on my line.

MARCUS J. BONSIGNORE  
Rochester, N.Y.

Sirs:

I am a fisherman down here on the Florida keys, and I was not only an interested reader of Hemingway's story but I actually lived with the old man in his dramatic ordeal.

A. J. MILLER  
Tavernier, Fla.

Sirs:

Perfect first sentence, almost perfect first paragraph, story excellent, perfect last sentence, much perfection throughout, all imperfections of high order, many lines superperfect, i.e., simultaneously elemental (natural) and sophisticated (artful).

WILLIAM SAROYAN  
Malibu, Calif.

Sirs:

I too am an old man, but without wrinkles on my neck. I have to compete in a machine shop with men 10 to 40 years younger and I got aid and comfort from the story.

H. B. GEPHARDT  
Tulsa, Okla.

Sirs:

To me, *The Old Man and the Sea* symbolizes all the tribulations that life forces upon us. Most of us struggle for attainment and bring back nothing but the skeleton of our attainment. . . . There are but few who

understand the struggle in the hearts of all of us. We are fortunate to have someone to cry because we failed. . . .

JANE RINGLER  
Cuyahoga Falls, Ohio

Sirs:

In a recent book by Kip Farrington called *Fishing the Atlantic, Offshore and On*, I came across a photograph of Hemingway (below, right) with a marlin he had caught which had been half devoured by sharks. Is his story founded on this personal experience?

JOSEPH WARREN  
Portland, Maine



● Mr. Hemingway says, "The book is fiction, based on many actual occurrences."—ED.

Sirs:

Did anyone recall that Hemingway had already told this story more briefly but in all its essentials as part of an article contributed to *Esquire*, "On the Blue Water" (April 1936)? This is in no sense an adverse criticism, but it shows how long the idea had been simmering in Hemingway's mind.

EARNEST ELMO CALKINS  
New York, N.Y.

● The paragraph in the article reads as follows: "Another time an old man fishing alone in a skiff out of Cabanas hooked a great marlin that, on the heavy sashcord handline, pulled the skiff far out to sea. Two days later the old man was picked up by fishermen 60 miles to the eastward, the head and forward part of the marlin lashed alongside. What was left of the fish, less than half, weighed 800 pounds. The old man had stayed with him a day, a night, a day and another night while the fish swam deep and pulled the boat. When he had come up the old man had pulled the boat up on him and harpooned him. Lashed alongside the sharks had hit him and the old man had fought them out alone in the Gulf Stream in a skiff, clubbing them, stabbing at them, lunging at them with an oar until he was exhausted and the sharks had eaten all that they could hold. He was crying in the boat when the fishermen picked him up, half crazy from his loss, and the sharks were still circling the boat."—ED.

Sirs:

My reaction to the story: I am Hemingway. I am writing. Look at

CONTINUED ON PAGE 14





VELVET COLLAR gives touch of dressmaker elegance to Sacony tweed suit with gently molded jacket. Skirt has slight amount of flare 49.95



SACONY TWEED CARDIGAN suit has lute, long-lined jacket, costly ostrich-trimmed belt, back-pleated skirt for long-legged walkers. 49.95



PRECISE SLOT SEAMING and expertly arched hipline make this Sacony tweed suit at 49.95 completely at home with the expensive John Fredericks hat the model is wearing.

## The City Tweed Suit

SACONY TAILORS NEW ELEGANCE INTO TWEED SUITS AT 49.95

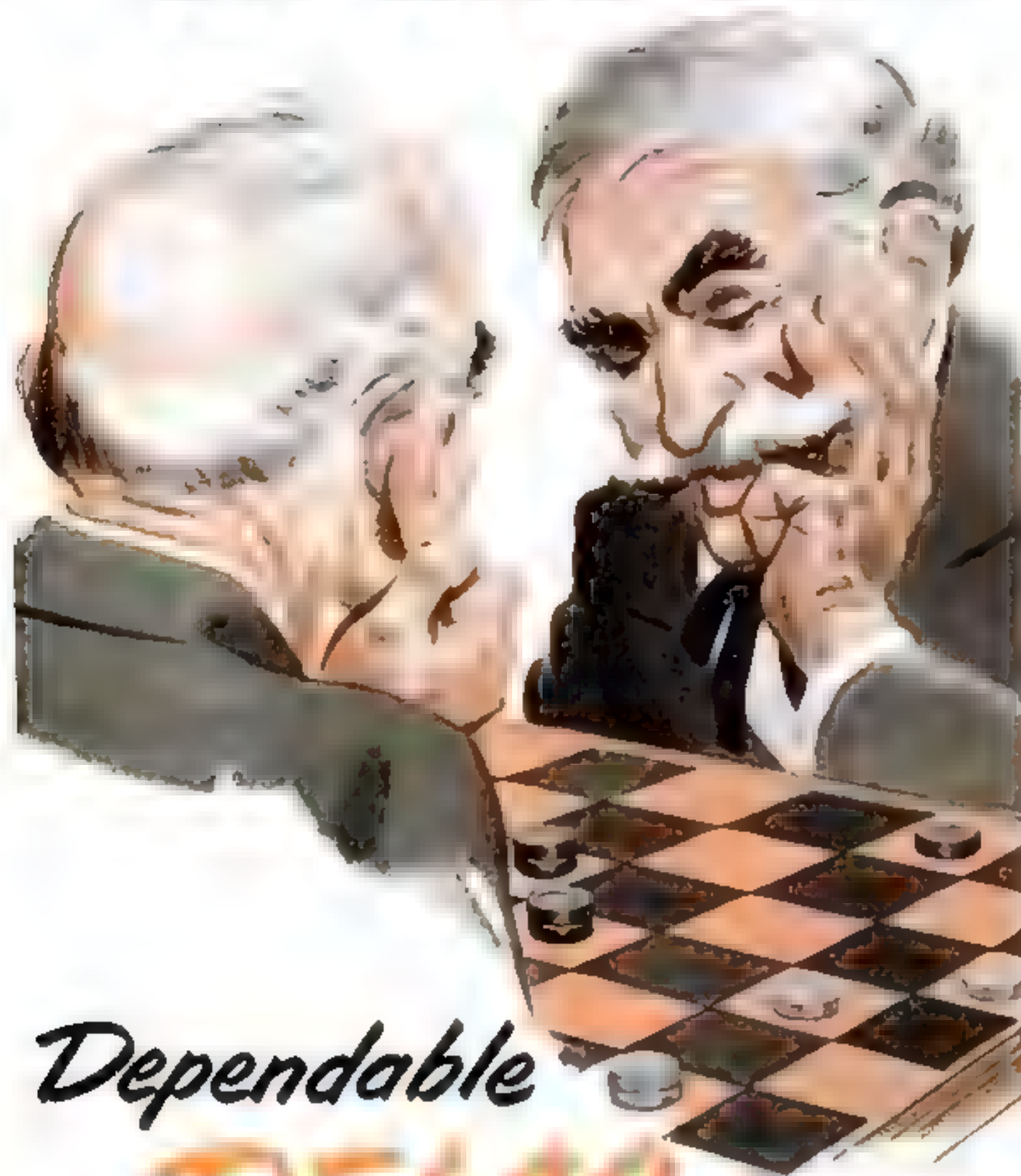
American women have long loved tweed for its staunch and carefree good looks. They have not, however, thought of it as *elegant*. But this Fall, thanks to the well-known fashion house, Sacony, tweed suits will be cut as formally and flatteringly as a city tailor. And you will *wear* them in the city—garnished with glamorous jewels and furs. Because Sacony's creative fervor is matched by an equal zeal for quality and value, these suits are beautifully constructed of crunchy, color-dap-

pled pure wool worsted tweeds, are luxuriously lined, cost an astonishingly low 49.95. Many a maker of high-priced suits is looking nervously askance at Sacony's ability to turn out low-cost miracles like these, while the country's retail stores report a snowballing demand for Sacony fashions. Women may write Sacony (College Point 56, Long Island, N. Y.) for information on where to buy these suits in their vicinity. Suits come in misses' sizes, petite, or women's half-sizes.

ADVERTISEMENT: copyrighted by Sacony



# Keeps going on and on...



## Dependable DELCO Battery

You can depend on Delco for quick starting and long life. Because Delco is dependable, it is the Nation's No. 1 battery—used on more new cars and trucks than any other battery.

The Nation's  
No. 1  
Battery



DELCO BATTERIES

DELCO  
BATTERIES

A GENERAL MOTORS PRODUCT   A UNITED MOTORS LINE

## LETTERS TO THE EDITORS CONTINUED

me writing. Did you ever see such fine writing as I, Hemingway, write? DiMaggio plays baseball. I, Hemingway, write. I write like the clean early morning sun of the ocean. All through my spare and supple writing I scatter thoughts that gleam like brave, true fish in a net in the sun on the sea.

Some sad people, who love me, think I am writing in a fishless desert. But I get lots of fish for this.

SALLY HEISLER

New York, N.Y.

Sirs:

I take LIFE for its good pictures and the news. If I want to read Mr. Hemingway's book I would rather buy it.

FRANK WOLTHUIS

Ogden, Utah

Sirs:

I do not like to be disrespectful to older people, but the truth is that Ernest Hemingway is a poor writer.

WALTER B. CONWAY

Houston, Texas

Sirs:

I thought you might be interested in seeing this 1916 Oak Park High School *Tabula*, which contains one of Hemingway's earliest stories—about boxing—written when he was 16.

Ernest was also a talented cellist in the high school orchestra. His sister Marcelline was concertmaster. His charming mother invited us to their home on Sunday afternoons for music and she did a lot to encourage the young high school singers and instrumentalists. I was there many times with my cornet. . . .

A. N. BRADBROOK

New York, N.Y.



BY ERNEST HEMINGWAY

A PAGE FROM A 1916 'TABULA'

### LIFE'S CONTENTS

Sirs:

Now, now—this gag about *Reader's Digest* photographers has gone about far enough ("Images, Verbal and Photographic," LIFE, Sept. 1).

Even as LIFE's staff is called upon to write, *Reader's Digest* photographers do take pictures. In the past five years they have taken more than 9,000 pictures in all parts of the world, and have traveled over 150,000 miles in search of subjects for the covers of the 27 international editions of *Reader's Digest*.

GEORGE W. WALLACE

*The Reader's Digest*  
(International Editions)  
New York, N.Y.

### MECHANICAL MEN

Sirs:

That man Sabor in your picture, "Ma, He's Makin' Eyes at Me" (LIFE, Sept. 1), is apparently talented but not as he says, the only mechanical man in the world. One of the first was Televox, built by Westinghouse in 1927. He talked, raised and lowered his arms, turned various appliances

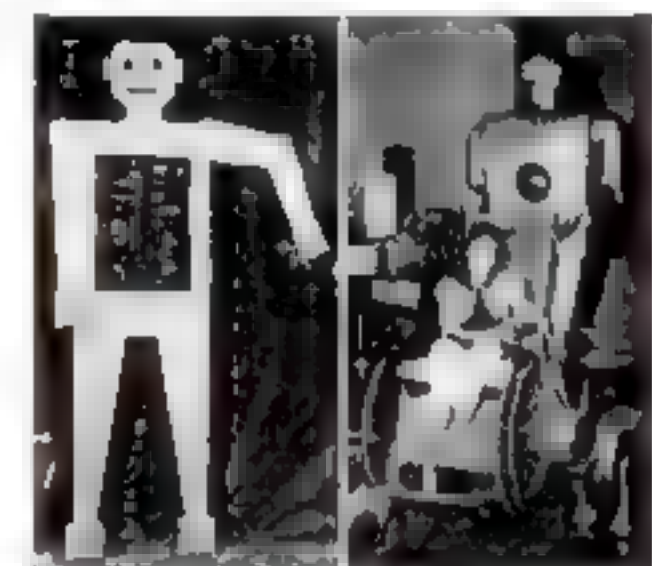
on and off and was immensely proud of remote control apparatus.

Another mechanical man, Willie Vocalite, was built in 1931. This man added a bad habit—smoking. Then, in 1939, a still newer one, Elektro, was built. He has a pal—a mechanical dog, Sparko. Elektro is 7 feet tall and his accomplishments include walking, talking, smoking, counting up to 10 on his fingers, raising his arms and bowing. His canine companion sits up, barks and wags his tail.

While Sabor is shown frightening babies, Elektro is a perfect gentleman who charms children. Here he is pushing a wheelchair at Children's Hospital in Baltimore as Sparko trots along.

J. GILBERT BAIRD

Westinghouse Electric Corp.  
Mansfield, Ohio



TELEVOX

ELEKTRO

Sirs:

We at American Can Company rise resolutely to defend our own Canco Charlie.

Charlie can walk, talk, rumba, roll his eyes, shake hands and carry on a sprightly conversation at the drop of a hat. His forte is winning friends, young and old, and not—for shame—scaring babies.

WHITNEY KING

American Can Company  
New York, N.Y.

### SPEAKING OF PICTURES

Sirs:

The story on the Yo-yo (Speaking of Pictures, LIFE, Sept. 1) was dreamed up right here at General Motors, and we assigned the job to Joe Clark, who made those excellent pictures.

JOHN H. WARNER  
Managing Editor

*Friends Magazine*  
Detroit, Mich.

● LIFE's credit list should have read Joe Clark for *Friends*.—ED.

CONTINUED ON PAGE 38

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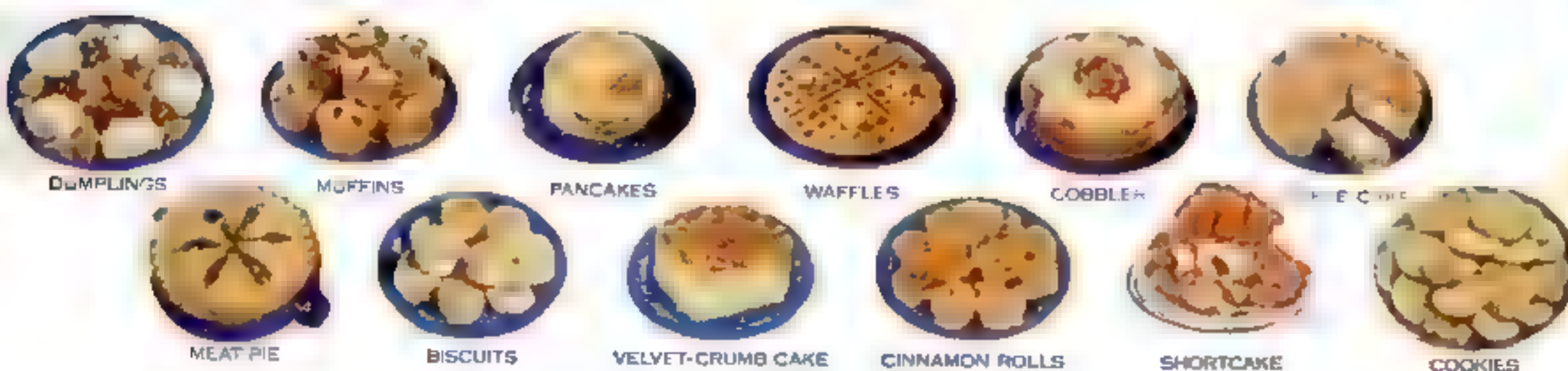
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## "Hey - me next, mom!"

Well, you should have made extra batter. Bisquick waffles just naturally disappear faster than most kinds. They come out rich and gold and *crisp* . . . with a flavor that fairly hollers "More!" It's the Bisquick that does it . . . the fine enriched flour, the bland, sweet shortening, the careful way everything is all blended together in Bisquick . . . to save you time *and* to make waffles family-people love. (And they're the same people who love all those things there at the bottom of the page . . . all the beautiful things Bisquick makes so good . . . so easy.) Reach for the Bisquick, ma'am. It's the shining truth . . . for feeding a family, you can't beat Bisquick.



DUMPLINGS

MUFFINS

PANCAKES

WAFFLES

COBBLER

MEAT PIE

MEAT PIE

BISCUITS

VELVET-CRUMB CAKE

CINNAMON ROLLS

SHORTCAKE

COOKIES

*For feeding a family you can't beat* **Bisquick**





**A COLOR THEME** which flows smoothly through bathroom and adjoining rooms makes today's small homes appear spacious. Racks on this page are keyed to Cannon's yellow group. Towels above are "Lined" in Sage Green, "Grand Manner" in Satin Brown.



## New Way to Decorate

**IT'S EASY TO HARMONIZE BATHROOM AND BEDROOM**

There's a new way to add sparkling color, excitement and charm to your home! By using a color scheme which flows smoothly through bathroom and adjoining bedrooms, you give your home a "visual unity" which makes it seem larger, more luxurious. And it's so easy!

Just select your favorite color and follow the simple Cannon plan! Here's how it works. Cannon has coordinated its wide range of colors available in Cannon towels, sheets, blankets, bedspreads and draperies so that they fall into four basic color groups—yellow, green, pink and blue. After choosing the basic color which appeals most to you, you can then select the other colors for harmony, contrast or accent. (See the color chart lower right.) With Cannon's plan you can mix or match, knowing the effect will be in wonderful harmony.

And there's another advantage—never again must you stand helplessly looking for draperies that go with your bedspread or a blanket that matches a sheet. You can get the whole lovely Cannon ensemble in a half hour's shopping time without leaving your favorite store! What is more important, it costs you no more than you normally pay. For this color plan is available in all Cannon products, regardless of price.

**VARIATION ON A THEME** spotlights plaid "Constellation" another new Fashion Spread Cannon blanket and Cannon's smooth cool Combspun percale sheets are yellow.



© World Street, N.Y.C.





**PLANNED AROUND** carefully selected colors, all of Cannon's household linens are styled to go together. Yellow Combspun percale sheets, yellow blankets, a gold-sparkled bedspread—"Aurora"—and matching draperies continue the yellow theme. For bold accent color, a Rocket Blue bench

## with Cannon's Go-Together Colors

WITH TOWELS, SHEETS, BEDSPREADS, DRAPERIES AND BLANKETS



**ALTERNATE SCHEME** for the same room uses brown-dotted "Halo," Cannon's smart new Fashion-Spread.



**FOUR COLOR GROUPS**—planned around yellow, green, pink and blue—form the basis of Cannon's exciting new decorating idea. (Colors of the yellow group are used in decorating rooms on these pages.) Within each group are shades of one color, plus accent colors.



You may combine *any* or *all* of the colors within a group for a harmonious scheme.

Every Cannon towel, sheet, bedspread, drape and blanket fits into a group. Sheets come in delicate pastels and white. Towels, bedspreads, draperies and



blankets come in white, pastel and deeper tones, too. Cannon's plan permits you to color-coordinate bathroom and bedrooms, giving your home an expensive "decorator" look for a modest price. Cannon Mills, Inc., 70 Worth Street, New York City 13

TRADE MARK  
**CANNON**  
70 Worth Street, N.Y.C.





It takes Carnation Milk for these

# 2 New Tricks with Cake Mix

NO OTHER FORM OF MILK WILL DO



"FROM CONTENTED COWS"

Carnation Performs  
Cooking Miracles  
**Not Possible**  
with any other  
form of Milk

## 1 INSIDE... for a Higher and Lighter Cake

With any cake mix that calls for milk, or in your own cake recipe, do this:

*Instead of ordinary milk use a mixture of two parts Carnation Evaporated Milk and one part water.*

Since Carnation is good whole milk concentrated to double-richness, this mixture of two parts Carnation and only one part water is far richer in milk solids and butterfat. In addition, Carnation is specially heat-refined. This tenderizes the milk proteins, making Carnation better for baking than any other form of milk.

In any cake recipe Carnation's extra richness and heat-refining result in a higher, lighter, more tender cake with a smoother, more evenly browned surface for icing. Yes, the best cake you ever made.

3 GREAT SHOWS: On TV—Burns & Allen, CBS-TV, every other week; on radio—Stars Over Hollywood, CBS, every Saturday.

## 2 OUTSIDE... Whipped Butterscotch Icing

(Makes icing for two 8-inch layers)

- |                     |  |
|---------------------|--|
| 1/2 cup butter      | 1/4 teaspoon vanilla                   |
| 2/4 cup brown sugar | 2 1/4 cups sifted confectioners' sugar |
| 1/4 teaspoon salt   | 1/2 cup undiluted Carnation Milk       |

Blend butter, brown sugar, salt and vanilla until smooth and fluffy (about 1 minute). Alternately add confectioners sugar and Carnation. Beat briskly to spreading consistency. Ice between, on sides and on top of the cooled layers.

You can thank Carnation's double-richness for the extra creamy goodness of this icing... richness you don't get from any other form of milk. Such smoothness and flavor, too... thanks to the fact that Carnation, of all milk, is specially heat-refined.

In all your baking and cooking it's so easy to get better results. All it takes is Carnation, the milk "from Contented Cows." As a starter try this new way to make cake with Carnation... tonight.



It's a family tradition...



the christening gown!



the dependability of  
Johnson's Baby Products!



When you buy cotton tips...  
buy the dependable  
JOHNSON'S brand!

## LETTERS TO THE EDITORS

CONTINUED

### THE LADY IS SCARED

Sirs:

Jack Palance, whom you describe as having "peculiarly hideous features" in your review of *Sudden Fear* ("The Lady is Scared," LIFE, Sept. 1), may have a rugged appearance but he is first and foremost a brilliant actor. He has, what is more, great charm and a winning, magnetic personality. I have seen him on the stage and on film, and I feel he is one of the most talented actors of our time.

GEORGE STEVENS  
Director

Paramount Studios  
Hollywood, Calif.

Sirs:

I feel that the photograph of Jack Palance and your description of him is neither a fair nor true presentation of him. He happens to be, in the opinion of a great many persons, a uniquely handsome man. I wish you would give your subscribers a chance to see him as he really is.

SHEILA O'BRIEN

Los Angeles, Calif.



JACK PALANCE

### SPACE PATROL

Sirs:

Certainly enjoyed "Space Patrol Conquers Kids" (LIFE, Sept. 1), and thought you might be interested in further information on Ed Kemmer, who plays Buzz Corry.

He was a P-51 fighter pilot in Europe during the last war. On his 49th mission, 11 days after the Normandy invasion, he was shot down. After bailing out behind the German lines he was wounded and captured immediately. He made an escape, but was recaptured after two weeks and remained a prisoner until liberated by the Americans shortly before V-E Day.

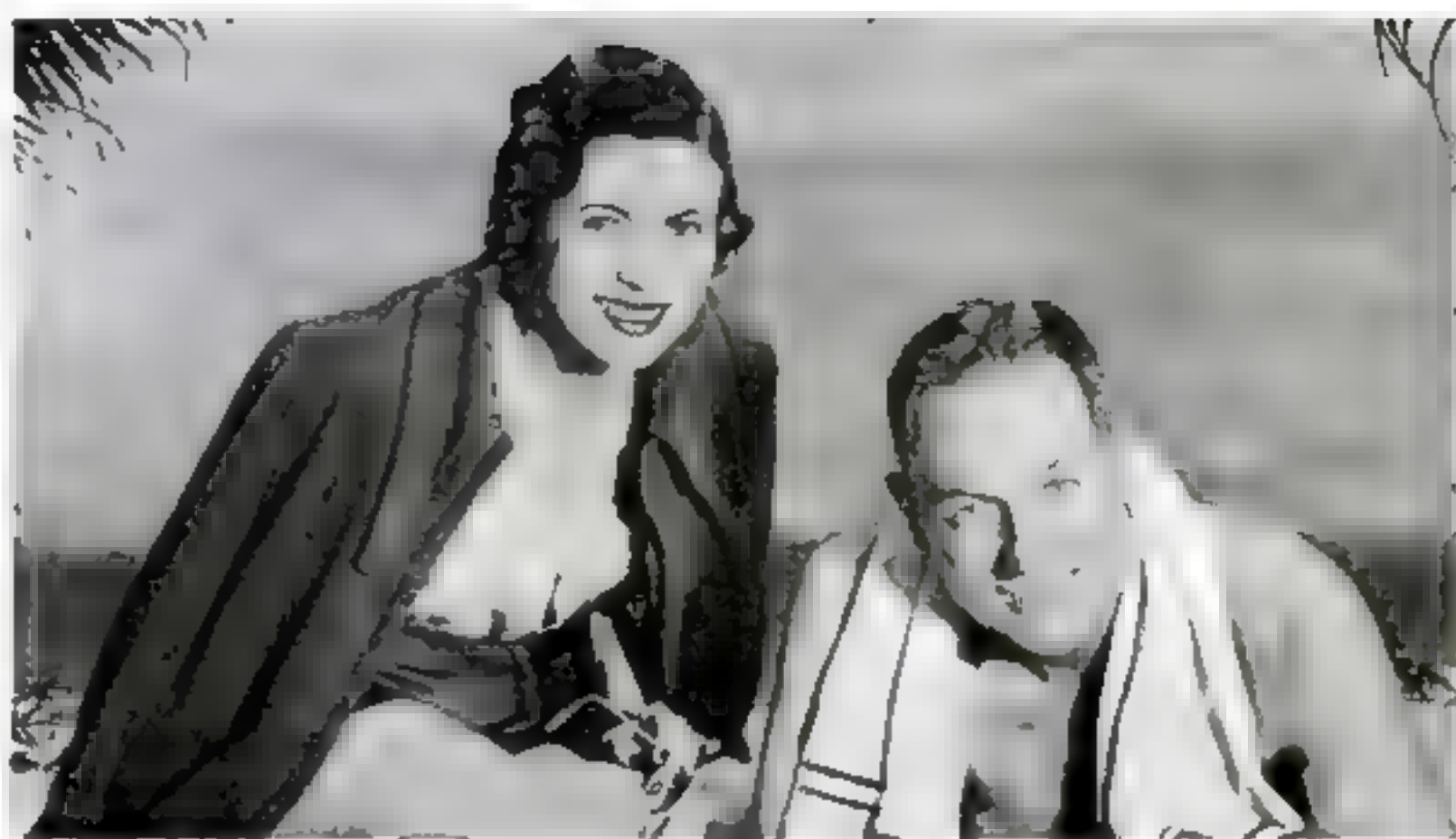
J. L. MISTIE

La Crescenta, Calif.

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## How we retired in 15 years with \$250 a month

"Joan and I are transplanted New Yorkers. Back home, I worked hard, saw little of the sunlight except on summer week ends. And Joan, as she said, saw little of me. But those days are over. Today, at only 55 years of age, I'm retired on an income. Living here in Ft. Myers, Florida, we find that \$250 a month buys heaven.

"I was getting close to 40, when I decided to make the break. I had little capital—no investment training.

"I'd always known that it's not how much money you make but how you manage that money that matters. So, when I was forty, I began to figure. I wanted to retire when I still had enough initiative to pull up stakes and move where the living was easier.

"There are plenty of places," Joan used to say, "where good living costs less than here. But if you wait till you're in your sixties, you're afraid to try new things. If you retire young enough, I bet you and I could find a way to live like kings on very little."

"It took as little as that to change our lives.

"We began to study other places to live. It got to be a sort of hobby with us. And we found there were plenty of places to go—if you had an independent income. And it didn't have to be a big one.

"After that, it just happened naturally. We began to study all the different ways to get a retirement income. And we found that the Phoenix Mutual Life Insurance Plan had them all beat for us. All you needed was fifteen or twenty good earning years ahead of you. Your monthly income was guaranteed for life—regardless of business ups and downs.

"So, back in 1936, I qualified for my Phoenix Mutual Plan. Until I reached retirement age, it protected Joan with life insurance. Then, it guaranteed to pay \$250 a month each month, every month as long as I lived.

"Fifteen years go fast when you're busy. But we did find time to travel a bit. And that's how we settled on Ft. Myers for our retirement. The climate is ideal. Living is low-cost—and lovely. Security? We have plenty."

### Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Don't put it off. Send for your free copy now.

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<p><b>PHOENIX MUTUAL LIFE INSURANCE CO.</b> 906 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."</p> <p>Name _____</p> <p>Date of Birth _____</p> <p>Business Address _____</p> <p>Home Address _____</p>	<p><b>PHOENIX MUTUAL LIFE INSURANCE CO.</b> 906 Elm Street, Hartford 15, Conn.</p> <p>Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.</p> <p>Name _____</p> <p>Date of Birth _____</p> <p>Business Address _____</p> <p>Home Address _____</p>
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**WORKING IN WATER**, Kirkland spent 10 days photographing a trout after a fly (LIFE, April 28).

# SPEAKING OF PICTURES

## An art institute honors LIFE's Wallace Kirkland

High among the traits which have distinguished Wallace Kirkland as a LIFE photographer is his enormous patience. He needs it because he likes particularly to photograph nature subjects, which cameramen generally find both elusive and uncooperative. Once Kirkland spent the better part of three weeks, hidden deep under a pile of hay, to photograph a barn owl bringing a mouse to its young. To track a prairie dog to its lair he dug a trench in the Kansas prairie eight feet deep and 65 feet long.

Last week Kirkland's patience was rewarded in a special way. The Art Institute of Chicago, describing him as "one of the most creative photographers in the field," opened the first one-man exhibit of his work, including the pictures shown here and on the following pages.



**GRACEFUL CURVES** of a skunk cabbage were recorded by Kirkland in one of first nature studies.





**SHARK'S GRIMACE** was shot by Kirkland through the glass wall of an aquarium in St. Augustine, Fla. To get the proper illumination he had to lower 2,000 watt lights into water in glass-bottomed box.



**FIRST FLIGHT** of dragonfly, which has just emerged from its shell, is a very rare nature photograph. The shell still clings to the stick upon which dragonfly had crawled out of the water as a nymph.



**FUNNY FACE** appeared to Kirkland on pine wall of cabin in northern Wisconsin.

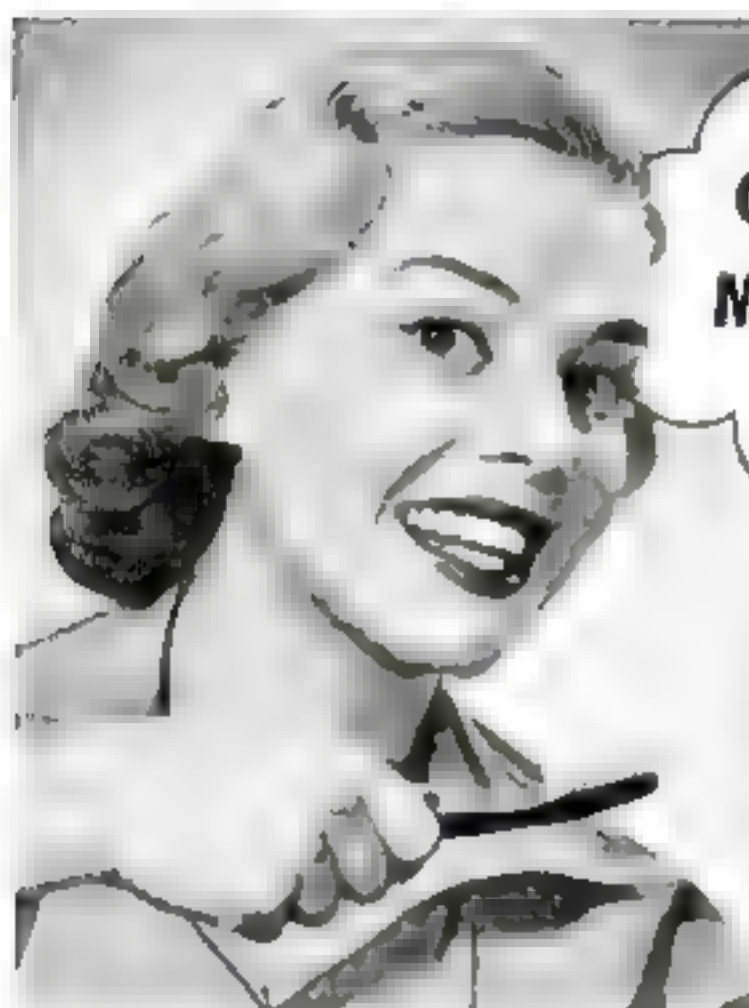
**PRAIRIE DOGS** almost exhausted Kirkland's patience. He finally got these in range by flooding their burrow with 300 gallons of water. The dog at right is eating a dandelion.





# Brushing Teeth Right After Eating with **COLGATE DENTAL CREAM** **STOPS BAD BREATH** **AND** **STOPS DECAY BEST!**

**Colgate Dental Cream Instantly Stops Bad Breath  
In 7 Out of 10 Cases That Originate In the Mouth!**



**COLGATE DENTAL CREAM  
MAKES YOUR MOUTH FEEL  
CLEANER LONGER!**

Colgate Dental Cream cleans your breath while it cleans your teeth! Yes, brushing teeth right after eating with Colgate Dental Cream gives you a clean, fresh mouth all day long! Scientific tests prove that in 7 out of 10 cases, Colgate's instantly stops bad breath that originates in the mouth. No other toothpaste has proved so completely it stops bad breath. And no other cleans teeth more effectively, yet so safely!



**AND THE COLGATE WAY  
STOPS TOOTH DECAY BEST!**

Yes, the best way is the Colgate way! Brushing teeth with Colgate Dental Cream right after eating is the most thoroughly proved and accepted home method of oral hygiene known today. In fact, the Colgate way stopped more decay for more people than ever before reported in dent-free history! Yes, to help stop bad breath and tooth decay at the same time, the best way is the Colgate way!



**NO OTHER TOOTHPASTE  
OF ANY KIND WHATSOEVER  
OFFERS SUCH CONCLUSIVE PROOF!**

**COLGATE  
RIBBON DENTAL CREAM**

**PURE, WHITE, SAFE COLGATE'S  
WILL NOT STAIN OR DISCOLOR!**

**KIRKLAND** CONTINUED



**WOMAN IN A POORHOUSE**, whose only possession is doll on bed, was photographed by Kirkland to show poignancy in lives of "forgotten people."



**GIRL ON A DUNE** looked better to Kirkland when photograph was held sideways, emphasizing grotesque shadow. Picture is hung this way at exhibit.



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**\*Here's how  
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- 2 Send the 2 Canada Dry bottle caps—plus a statement that you have bought \$1 worth of groceries—together with name and address to Canada Dry Ginger Ale, Inc., Box 63, New York 46, N. Y. Get convenient refund blank at your favorite store.

We'll mail you 25¢ in cash.

Offer limited one to a family. Offer expires October 30, 1952.

## *Special get-acquainted offer!*

This amazing offer is made to let you know just how much better Canada Dry is than any other ginger ale or club soda. Once you switch to Canada Dry, you'll stay with it for life. No other ginger ale has the flavor, the sparkle, the purity of Canada Dry—the *original* pale dry ginger ale. No other club soda has *Blend-ability* . . . made possible by the two Canada Dry Water exclusives: "Flavor-Balanced Formula" and "Pin-Point Carbonation." Enjoy Canada Dry today, and save money at the same time!

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**CANADA DRY**  
GINGER ALE — CLUB SODA





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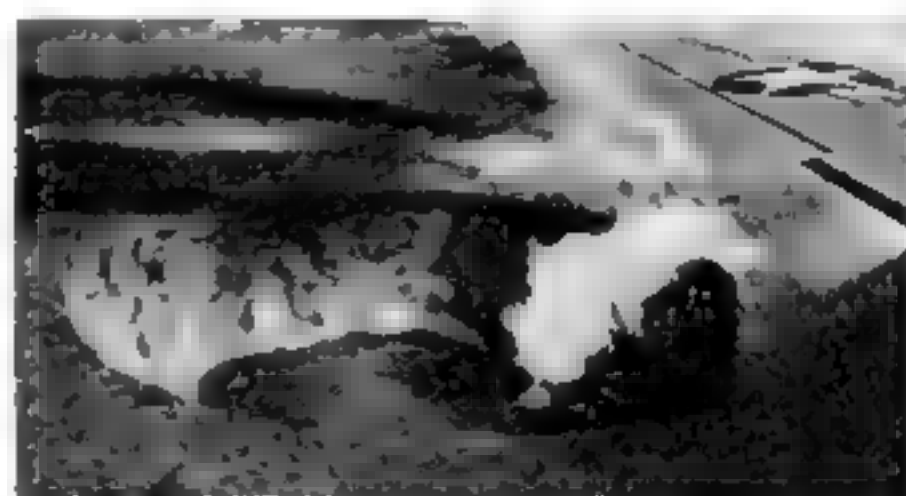
with a truly different  
flavor and aroma —  
extra-mild FATIMA  
continues to grow in  
favor among King-Size  
cigarette smokers  
everywhere



**YOU GET** an extra-mild and soothing smoke  
—plus the added protection of

# FATIMA QUALITY



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NON-STAFF CAMERAS RECORD A DISASTER IN ALASKA, A DEAD DUCK IN UTAH, A FROGMAN IN GREENLAND AND A VOLCANO'S BLAZING CRATER IN HAWAII

# A STAFF OF 32 MILLION PHOTOGRAPHERS

Not all of our pictures are the work of LIFE photographers. Although we think our staff cameramen are among the best in the world, they can't be available for every newsbreak or for every situation that will interest the readers. Happily, we are often helped by a vast "staff" of more than 32 million Americans who own or use cameras. The "pros," of course, know that LIFE is the top market for pictures; the amateurs proudly believe they have a snapshot worthy of LIFE—and they are often right.

The pictures in the strip above suggest how non-staff photographers contribute to an issue. When the *Princess Kathleen* (left) went down off Alaska, it seemed as if everyone there had taken pictures. We chose the work of five men—J. Malcolm Greany, a Juneau professional; Harmon Lougher, a Coast Guardsman; two Army signal corps men, Major Lonnie C. Temple and Radio Engineer Robert E. Hart; and a Juneau accountant and photo hobbyist, Joseph

R. Werner. You will find the result on pages 27 to 29. A newsbreak in Hawaii sent Joe Pacheco, a Honolulu newspaper photographer, right up in the air. His aerial color pictures of Halemaumau fire pit in eruption are on pages 104, 105. A different kind of story comes from Utah, where free-lancer Joern Gerdt investigated the case of the dead ducks and photographed it for us (pp. 32, 33).

As far as we are concerned, it is the picture that counts—not the "name" of the photographer or even necessarily the date when the photo was made. The exciting photographic essay on the new U.S. base in Greenland (pp. 130-151) was produced over a period of several months by a group of anonymous Army photographers, but their pictures are new to us and our readers. Next week we will publish some seven-year-old photographs by little-known cameramen that will tell you for the first time how atomic bombings (Hiroshima and Nagasaki) look to the victims.

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ROW OVER MASSACHUSETTS PENSIONS ENCOURAGES G.O.P.

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WALLACE KIRKLAND

LIFE GOES TO AN EVANGELICAL ENCAMPMENT

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164: YALE JOEL

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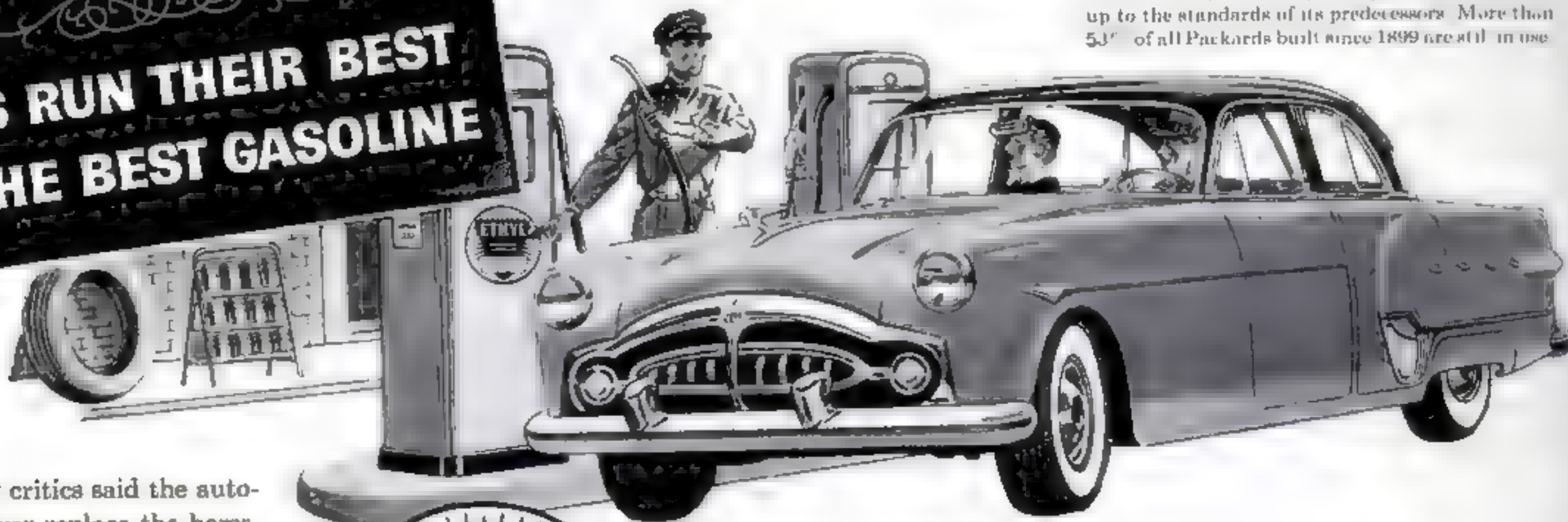




1912 PACKARD town car had a four-cylinder engine, weighed 4,000 pounds and sold for \$4,600. The separation between the chauffeur and passenger compartments gave it a double-body look.

**TODAY AS YESTERDAY  
CARS RUN THEIR BEST  
ON THE BEST GASOLINE**

1952 PACKARD, with its high compression engine, lives up to the standards of its predecessors. More than 50% of all Packards built since 1899 are still in use.



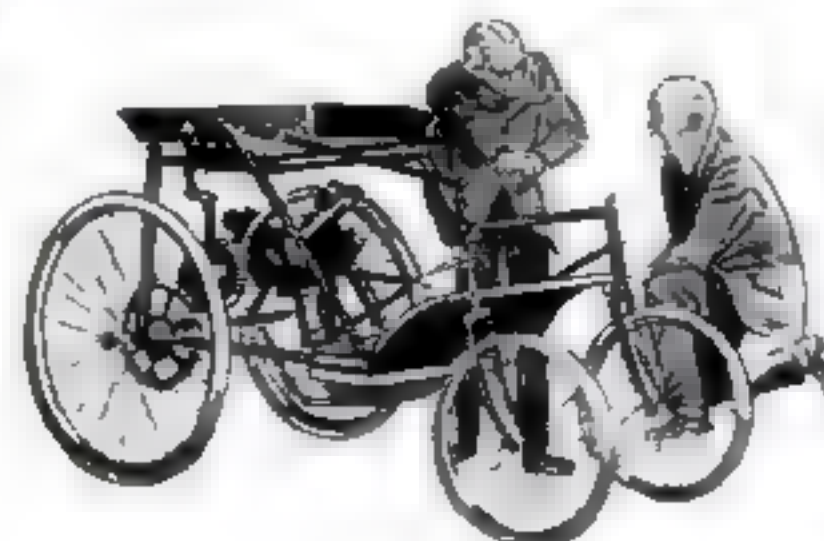
You can see why critics said the automobile would never replace the horse. Underpowered early motorcars usually bogged down on roads that a good horse could travel. But we wonder what the "Get a horse" folks say today. Particularly when they see the performance of a modern engine using "Ethyl" gasoline.

"Ethyl" gasoline is high octane gasoline. It's the gasoline modern high compression engines need to develop top power and efficiency. It's the gasoline you ought to buy. Remember, there's a powerful difference between gasoline and "Ethyl" gasoline.



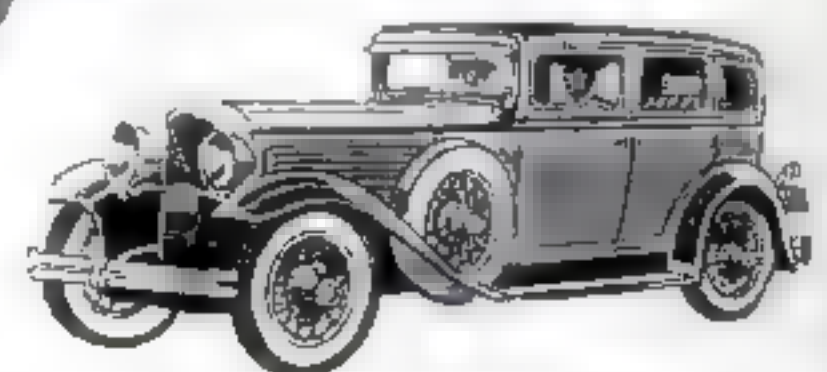
**ETHYL  
CORPORATION**

New York 17, N. Y. . . .  
Ethyl Antiknock Ltd., in Canada



1894 BALZER was built by a New York City inventor. Its air-cooled three-cylinder engine was of the rotary type—the cylinders and crankcase revolved around a fixed crankshaft.

1930 ROOSEVELT was advertised as the world's first straight eight priced under \$1,000. It was Marmon's entry into the low-priced field but lasted only a short time.

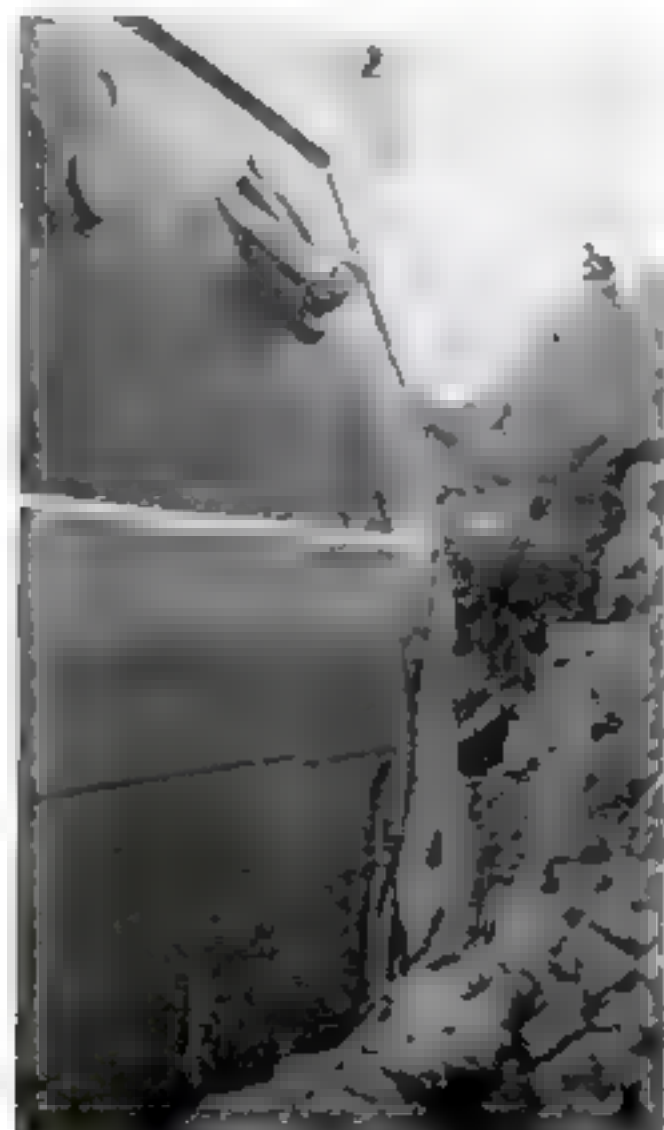






WRAPPED IN BLANKETS FROM WRECKED SHIP, RESCUED PASSENGERS HUDDLE ON ROCKY BEACH AT FOREST EDGE, TRYING TO MAKE FIRES WITH WET WOOD

## THE WRECK OF THE PRINCESS KATHLEEN



SOLID ROCK CRUMPLED SHIP BOW

The Canadian Pacific Line's 6,000-ton *Princess Kathleen*, queen of Alaskan liners, was 18 miles from Juneau on the last trip of the season from Vancouver, B.C. to Skagway, Alaska. It was 3:15 a.m. Most of the 425 passengers and crewmen, including Captain Graham Hughes, were sleeping. A light rain was falling, but the lookout reported fair visibility.

Suddenly there was a violent shock and the frightening screech of tearing metal. Dazed men and women, thrown out of their bunks, rushed on deck in confusion. Unbelievably, for the *Kathleen* was supposed to have been following a well-charted and well-traveled channel, she had steamed right into the shore onto a high ledge on the Alaskan mainland. Over the *Kathleen*'s loudspeaking system the purser told the passengers to abandon ship. One by one they went over the ship's side, down ladders and onto the rocky beach. They were luckier than the passengers of the *Princess Sophia*, which, 34 years ago near this same spot, had struck a shoal and gone down with 328 aboard.

As the *Princess Kathleen*'s passengers waited in the mist for help, Captain Hughes pondered what to do about his wrecked \$4 million liner. A hole had been ripped in the ship's bottom almost to amidships, as if it had been hacked by a giant can opener. Hughes had two alternatives: to back the *Kathleen* off or to let high tide take her off and hope she would stay afloat. He tried to back her off and failed. Day broke and even the wet disconsolate passengers forgot their plight as they stood about (above), sharing the captain's foreboding and waiting for the tide to come in.



CAPT. HUGHES SURVEYS DAMAGE





AS TIDE ROLLS IN, THE "KATHLEEN" SLIPS OFF ROCKY PERCH (ABOVE), BELCHING STEAM AT STERN (BELOW) AS COLD SEA WATER STRIKES HOT BOILERS







HER STERN FILLING WITH WATER, THE SHIP SINKS FAST, IS MORE THAN HALF-WAY UNDER ONLY THREE OR FOUR MINUTES AFTER SLIPPING OFF THE ROCK



SHE ROLLS OVER AND THEN, AS A U.S. COAST GUARD CUTTER HOVERS BY, SHE GOES UNDER (BELOW), LEAVING BEHIND ONLY MAST TIP AND FLOATING DEBRIS





## SINCE STEVENSON PREFERS 'COMPROMISE,' FOREIGN POLICY IS SQUARELY IN THE CAMPAIGN

It took three weeks and five speeches, but the great issue of war and peace is by now thoroughly entangled in the presidential campaign. It started like a loose thread on the lapel which can unravel a whole suit of clothes. It is no longer possible to pretend that Ike and Stevenson have the same foreign policy. Said Stevenson last week, "I say this issue has been joined between us and it will continue to be an issue until the people decide on election day."

What precisely is this issue? It began with Ike's "non-political" American Legion speech on Aug. 25. In it Ike spoke mostly of 580 million victims of Soviet aggression in Eastern Europe and in China. Said Ike, "The American conscience can never know peace until these people are restored again to being masters of their own fate."

As the *Voice of America* was at pains to emphasize in its European broadcast, there was nothing in Ike's Legion speech that has not been said before by Administration spokesmen from Truman down. Coming from Ike, however, it was charged with the possibility that he meant it. Wham! Overnight he became a warmonger.

## Some 'logical' conclusions

The first reproof came from *Pravda* (Aug. 29). "What stands in the way of warlike Ike? . . . the Soviet Union. Therefore—war on the Soviet people! That is the logical conclusion to be drawn from his loud-mouth braggadocio."

Next came Harry Truman's speech at Parkersburg, W. Va. (Sept. 2). Certain "reckless and unscrupulous" Republican "snollygosters," said the President, had captured that fine man, Eisenhower. They had got him to join their dangerous game of "playing with fire," i.e., liberation. Nobody was clearer than Harry Truman "that America will always work for the return of freedom," etc.; but "talk of liberation under present circumstances is war talk." By an equally "logical" conclusion, Truman was calling Eisenhower a warmonger.

By now some of Ike's tender-hearted supporters were wringing their hands. The *New York Times* invited him to disown what he didn't say and to minimize the foreign policy issue in the campaign. After Ike's Philadelphia speech, the *Times* felt better: "He gives clear reassurance that his program is peace, not war. . . ." What Ike had added to his Legion speech was a more elevated tone and the phrase "but only by peaceful means."

The next contributions were from Adlai Stevenson and Dean Acheson. Acheson's was a vigorous but highly disputable claim that all peaceful means to the liberation of the satellites were already being employed. His was the Democrats' best effort to push the foreign policy issue back in the box. Unfortunately for them, Adlai had already thrown away the cover.

In his crucial San Francisco speech, Adlai was sober, scholarly and eloquent. "This ancient contest between freedom and despotism, which is renewed in every generation, is acute in ours," he said. "And the most important single event, it seems to me, in our history, is that it is our turn to be freedom's shield and sanctuary." Yet from this high plane he managed to further widen the split between his foreign policy and Ike's. Not content with reiterating the charge of "reckless haste" against the Republicans, he took upon himself the advocacy of peace by "negotiation and adjustment."

Like "liberation," "negotiation" is an ambiguous word. But when added to other words of Adlai's, there was more than a hint that he too meant it. Earlier he had said that the U.S. must soon "be prepared to negotiate and initiate

negotiations [with the Soviets] . . . by give and take." In Portland he was asked whether he thought either party could assure the liberation of captive peoples "in any foreseeable period." He said, "No." He was asked his position on the recognition of Mao. He treaded water.

If this is Stevenson's foreign policy, it is one that has not been seriously offered to the American voter before, or at least not since Henry Wallace made his more forthright pitch for appeasement in 1948. In that version the voters repudiated it. But its shadow still hung around the State Department. It has been secretly cherished all along by the veterans of Yalta and F.D.R.'s "Grand Design" of U.S.-Soviet friendship. From the Secretary and Ambassador Jessup down to Lattimore, Vincent and the lowliest dupes, the Acheson State Department has never completely forsworn old dreams of the Grand Design. This is not, of course, necessarily a treasonable dream (unless amorality is treasonable). It was simply made publicly untenable by Stalin's and Mao's behavior, so that Acheson gradually became the prisoner of his own anti-Communist critics.

But now comes Stevenson, one of Acheson's ex-understrappers, and raises the issue of "compromise" with Communism as proudly as would a first-year graduate student for an M.A. in the Georgetown School of Foreign Service. Thanks to his ruthless political honesty, we are going to be able to vote on this issue. And a clear and serious issue it is, one which may determine the whole future of freedom. On it, Ike is right and Adlai is dangerously wrong.

To us, Ike's statement that "the American conscience can never know peace" until liberation is about as warlike as  $2+2=4$ . If Adlai's foam rubber mathematics of "give and take" are really closer to the American voter's heart, then the whole free world is in for trouble.

## Why compromise is wrong

First, there never were and are not now any grounds for "give and take" between freedom and tyranny. That is something you do between friends, not between foes. The great immorality of the Grand Design was that we tried to bribe a burglar with other people's freedom. That is precisely why liberation lies on the American conscience, and why the doctrine of "give and take" offends it. What would we "give"? Obviously not our own freedom. Then Adlai *must* mean the freedom of some unfortunate country that now lies on the periphery of the Soviet sphere.

Second, the arguments for U.S. intransigence toward the Soviets are not all moral arguments. If there is one practical lesson our diplomats have learned these last six years, it is that primeval toughness and a willingness to meet force with force are the only diplomatic stance that influences the Soviets at all. To the Soviet mind, a desire to "initiate negotiations" is always a sign of weakness, and there are too many such signs in the free world already. The European tremors over Ike's speech were a shameful evidence of this fact.

If this weakness comes to Washington, there will be no center of gravity for the forces of freedom in the whole world. None of our allies can afford to be intransigent. Their criticism of American policy has a certain soft reasonableness, but this is the luxury of the helpless. To tolerate their criticism is one thing. But to substitute the cultivated misgivings of the *Manchester Guardian* for an American foreign policy, as Adlai threatens to do, would be to abdicate the duty of the strong. That duty is to defend and promote freedom wherever our strength can be made to reach.





## CLERGYMAN DIES AS HE ACCEPTS HONOR AT EPISCOPAL CONVENTION

The triennial convention of the Protestant Episcopal Church (on which LIFE will publish a more complete report, with color, in its Oct. 6 issue) was meeting in Boston. The church's House of Deputies had—by acclamation—just re-elected the Very Reverend Claude Willard Sprouse of Kansas City, Mo. for his second term as president. Dean Sprouse, who seemed a little gray and drawn, took the gavel and from the stage of Symphony Hall urged his fellow deputies to "try to push this world a little

nearer to the Kingdom of Our Lord and Saviour Jesus Christ." Then, stepping backward, he fell to the floor. His wife and daughter in the gallery let out a cry. The audience gasped and stood up. Physicians rushed up to the stage and, after a few uncertain moments, the meeting was adjourned. As three doctors knelt over the body, Bishop Edward R. Welles (right, in photo taken from wings) comforted the distraught Mrs. Sprouse. Then he turned and said a quiet prayer for the dead.





**IN A UTAH MARSH,** a setting more appropriate for a romantic hunting print than a grim search for poisoned game, volunteer worker Florian Weiser pitchesforks

a dead duck into rowboat while another volunteer searches marsh grass for ill and injured birds. If sick birds were not removed, they would decoy healthy ducks. **GO ON.**





**BURNING BIRDS** go up in fierce flames watched by state game workers who soaked heap in kerosene,

then lit it. Burnings remind oldtime Utah residents of 1932 when botulism killed 300,000 birds in state.



**SICK EGRET** feebly attempts to fly as aid nears. Poisoned, bird would have died if not captured.

## DISASTER FOR UTAH DUCKS

**Hundred thousand die from drought-induced pollution of swamps**

In the marshes, swamps and lakes of Utah last week, farmers, businessmen and conservation workers were out on the biggest and unhappiest duck hunt in 20 years. Their quarry was dead and ailing ducks, victims of a bone-dry summer. Disaster had come to the four-million-odd pintails, teals, widgeons and mallards which summer in Utah, not because they had trouble finding water but because the dry spell turned lakes and ponds into steaming, stagnant swamps where virulent botulinus germs multiplied beyond measure. The bacteria secrete a deadly poison which the ducks scoop up from the mud and water along with their food. Soon the ducks are reduced to paralyzed, earth-bound objects.

Unless helped by man, such birds are doomed, for even if they have taken in less than a lethal dose, they are unable to fly away to safe waters.

To save as many of the birds as possible and to clean up the carcass-strewn, stench-filled marshlands, volunteer workers pitchfork the odoriferous dead ducks into boats and haul them off to be burned (above). The sick ones are taken away for inoculation and convalescence in "duck hospitals," where most of them recover. But already about 100,000 ducks had died in the swamps and Utah hunters were gloomy. They had been looking forward to their best fall hunting in years because the legal limit had just been raised to eight ducks a man.



**DUCK GETS SHOT** of antitoxin which will protect it from the poison for about two or three weeks.



**DUCK HOSPITAL** at Migratory Waterfowl Refuge at Farmington Bay consists mainly of supply of pure water where sick ducks recover. Nearly 85% of ducks

that have been inoculated and brought here survive poisoning. Those put here but not inoculated because of short antitoxin supply have 70% chance of recovery.





BOLD BOSTON HEADLINES SHOW UNANIMOUS OPPOSITION TO PENSION BILL

# PENSION ROW MAKES SACRED COD SQUIRM

And Republican hopes improve in Massachusetts

An obscure grab for pensions and patronage by Massachusetts' legislature gave Republicans hope last week they might swing enough votes in that normally more-than-doubtful state to win it in November. In the closing hours of the legislature's 1952 session an unnoticed series of bills slipped through. Only after they were signed did the taxpayers find that their representatives had increased their own and former members' pensions, enlarged the state's bureaucracy by 900 jobs and provided carfare and lunch money for 44 of the state's appointees. Among the beneficiaries of this windfall was ex-Governor James Michael Curley, who became eligible for a pension of \$1,000 a month.

Congressman Christian Herter, Republican candidate for governor, promptly made the pension grab an election issue. His opponent, Governor Dever, the Democrats' national convention keynoter, protested in surprise that Republicans as well as Democrats had approved the bills. As Herter's campaign took fire, Dever recalled the legislature to repeal the law. But by this time he and his party were definitely on the defensive.



**AGONIZED TAXPAYER**, Mrs. Harriet Thayer of Mattapoisett, said at legislative hearing, "It will take a lifetime for taxpayers to pay off these pensions."



**SPECIAL SESSION** of the legislature is called to repeal disputed pension bills. High on ceiling of chamber hangs the "sacred cod," old symbol of state's wealth.



**SHARP-EYED TAXPAYER** is Norman MacDonald, who helped dig up the pension-grab facts. The system, he said, "is wrong and sometimes I think it is evil."





**AT POLITICAL HOUSE PARTY** in Cambridge, Republican Candidate Christian Herter (left), who

is waging fast-moving campaign, sets forth his view of pension scandal and Dever's responsibility for it.



**RELAXED EX-GOVERNOR** James Curley grates fully accepted pension, then he hastily declined it.



**AROUSSED GOVERNOR** Paul Dever defies critics, says, "If they want a fight I'll give them one."





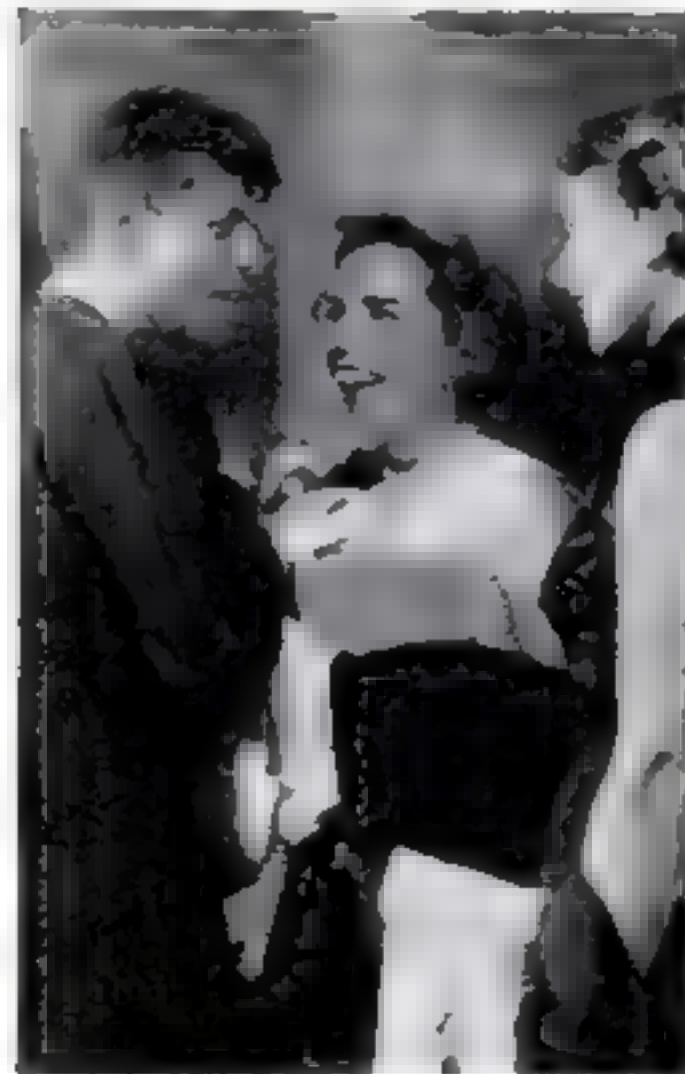
**AT A GARDEN PARTY** in Medford's historic Rovall House, Senator Lodge tells women, "The idea that you can only have prosperity by war is atrocious."

## TEA AND GARDEN PARTY BATTLE

The gubernatorial race in Massachusetts might already be rough, but the contest for the Senate seat began with both candidates trying to out rival each other in charm. First in the field was the Democrat, handsome, wealthy, 35-year-old Congressman John Kennedy, son of former Ambassador Joseph P. Kennedy. Young Kennedy seeks to win women's vote with a new and potent weapon—the political tea. He attends one nearly every day and so far has personally greeted more than 20,000 women voters. He has backed up this effort with a lavish advertising and publicity campaign and is counting heavily on a precinct-perfect state machine.

His handsome, 50-year-old Republican opponent, Senator Henry Cabot Lodge Jr., started late because all spring he was managing Eisenhower's campaign for the nomination. Now he was also proving adept at charming the ladies. But he was aiming some masculine blows at Kennedy. With an obvious swipe at Kennedy's expenditures, Lodge said he would not "battle to buy the senatorship." In advertisements he attacked Kennedy's absentee record in the House, charging that the Democrat had been absent from 179 out of 604 roll calls. While the contest in charm would still continue, the men were preparing to lay aside their parlor manners.

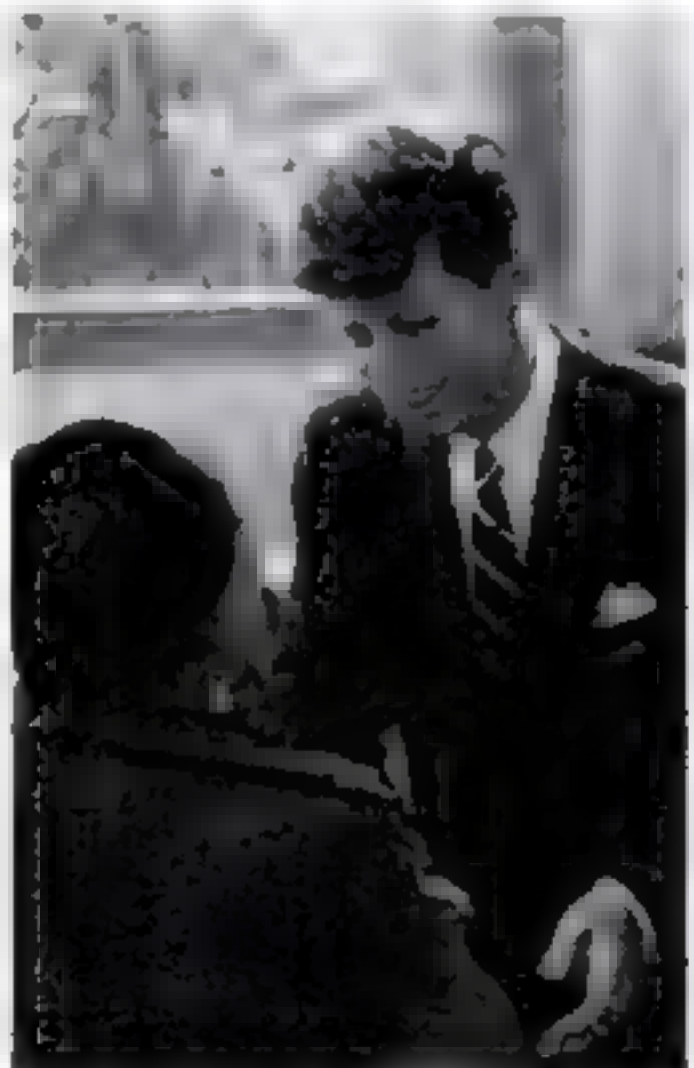
### Campaign CONTINUED



**THE KENNEDY CHARM** is turned equally on the young and old—and with equal effect. Here the candidate greets women guests at political tea in Brookline.



**TEATIME TALK** always stresses the women's influence. Said Kennedy, "This is an important election and the ladies are going to have a great deal to say."



**TENDER SMILE** and ready laugh, prime assets in a young candidate, are fully exploited as Kennedy personally takes time to greet each guest, asks her name.





**POLITICAL MOURNER**, Mrs. Arthur C. Lane, wore her ancient black lace costume to the Medford Women's Republican garden party at Royall House. An

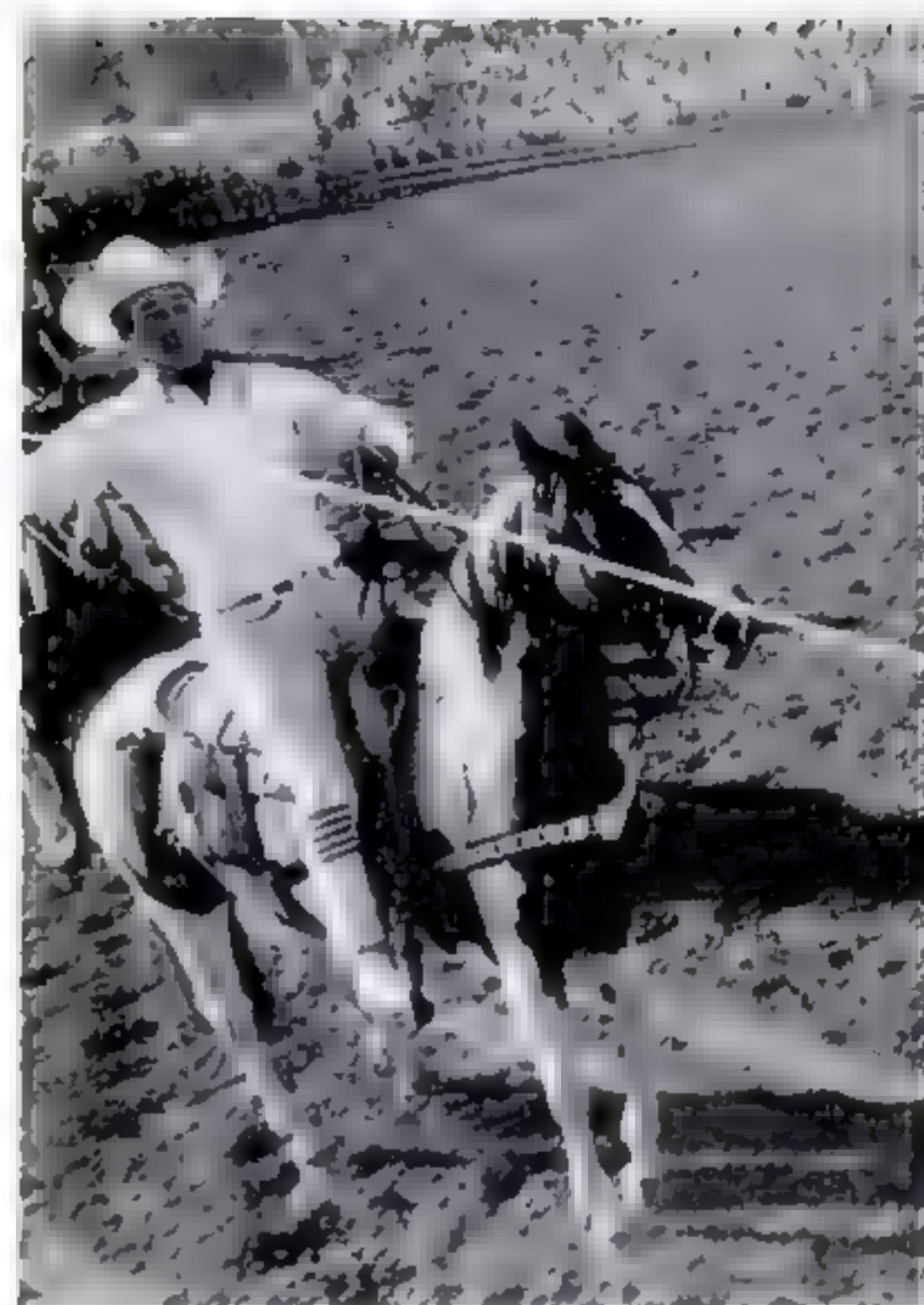
enthusiastic supporter of Senator Lodge, Mrs. Lane explained: "I am a Jeffersonian Democrat in mourning for the death of the Democratic party in November."





**AIRBORNE** Adlai Stevenson (left) develops campaign strategy in chartered plane with legal adviser

Carl McGowan on Seattle-San Francisco hop. In foreground are sons John Fell, 16, and Borden, 20.



**ROPED** by cowboy, Montie Montana, at Lewiston, Idaho rodeo, Stevenson rides around before crowd

## ADLAI GETS WESTERN CHEERS, TEXAS REBUFF; IKE HAS WISCONSIN

Though in most states the local races had just begun, the scope of the presidential campaign was breathtaking. Adlai Stevenson, accompanied by two handsome sons, flew a great arc over Idaho, Montana, Washington, Oregon and into California. There, changing from plane to train, Stevenson seemed to hit his stride as a campaigner in his whistle stop appearances and the more formal big city addresses. His major speech in San Francisco was an effort to lay down a sober outline of his foreign policy (see

Editorial, p. 30). But in other places he fell back again on ubiquitous epigram and sarcasm. "Everywhere," he said, "the crowds exceeded my expectations and their friendliness even surprised local leaders."

In Texas, however, the name of Stevenson was getting a decidedly unfriendly reception. At the party convention in Amarillo the party, led by Governor Allan Shivers, grudgingly conceded obligation to list Adlai as its official nominee. But, having done this, the convention

emphatically charged its members and the rank and file to work and vote for the Republican candidate, General Eisenhower.

Heartened at receiving support from Democrats, Eisenhower was less enthusiastic about some Republican developments. In the Wisconsin primaries a heavy Republican vote renominated McCarthy by a more than 2-1 margin. McCarthy has said he will support Ike, but Ike has made it clear that he disapproves of McCarthy's methods and supports him only



**A PROBLEM FOR IKE** arose in Wisconsin where Senator McCarthy listens to congratulations following his 538,000 to 211,000 victory over Len Schmitt.



**A PROBLEM FOR ADLAI** arose in Texas where Democrats at state convention boo Governor Shivers as he tells them that convention loyalty oath taken



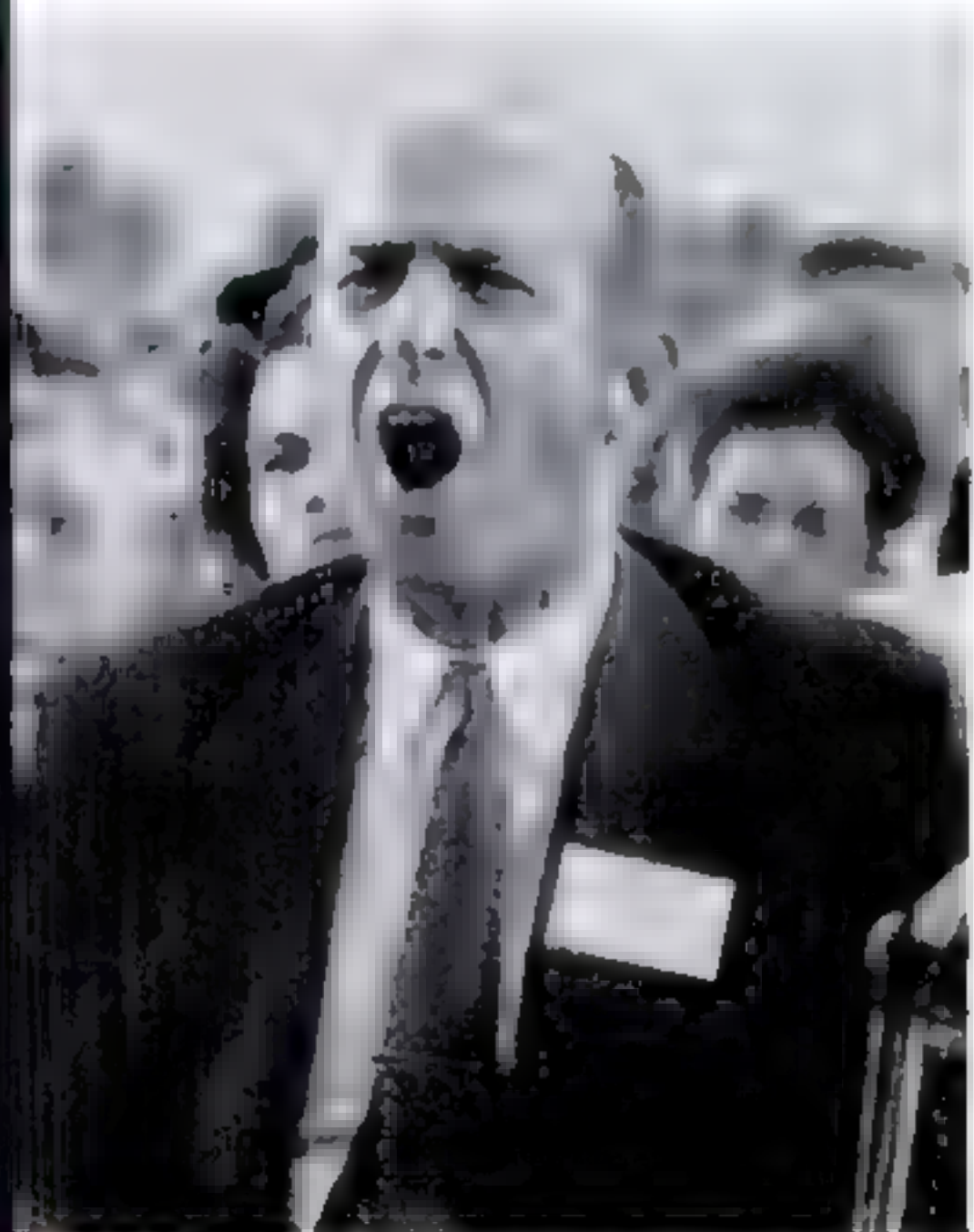


of 12,000. He also drew horses for bronze busters to ride and shook hands with a nonvoting chimpanzee.

## PROBLEM, OHIO ALLY

formally. Meanwhile, Wayne Morse, a Republican who usually follows the Democratic line, said he would sit this election out.

So far as the Republicans were concerned the news of the week was made in New York. After a leisurely silence that created speculation, Senator Robert A. Taft breakfasted with Ike. Later he said there never had been a question about his support and he urged his followers, some of whom still were sulking from the Chicago rout, to go out and work for Ike.



by state delegation in Chicago morally binds them to put Stevenson and Sparkman ticket on ballot.



**WHISTLE STOPPED**, Stevenson speaks to Modesto, Calif. crowd of 2,000 on rail jaunt from San

Francisco to Los Angeles. Answering charges he said, "No one is running on a procorruption ticket."



**A BOOST FOR IKE** came from Senator Taft, who posed beside the beaming general on a loveseat in

Columbia University's presidential home, then held a press conference at which he pledged his support.



**IN COURT** Eleanor gives her testimony as her husband Billy, flanked by his lawyer, Arthur Garfield Hays (right), looks stonily the other way.

# BILLY MARCHES DOWN THE HILL



**Rose retreats without waving a single piece of dirty linen as Eleanor wins the long-heralded case**

The War of the Roses they called it in the papers. And though the original war lasted a generation and devastated England, it never had so many scribes to record it as this one had. When the courtroom opened, 40 out of the 60 seats were reserved for the press, and every sensation-loving newspaper reader in the land was on the edge of his bus or subway seat.

For almost 14 months things had been pointing steadily toward a sensationally climactic day in court, since the night when another

woman slashed her wrists in the apartment of Billy Rose, the theatrical impresario and columnist. Shortly afterward, Billy's wife, ex-swimming champ Eleanor Holm, sued for a separation. Billy countered with a suit for divorce. Eleanor said that Billy was a tightwad who didn't want to make her a decent settlement. Billy said that Eleanor would not be satisfied with anything less than the Taj Mahal on ball bearings. He accused her of sinful carryings-on; he also claimed that he wasn't

even legally married to her in the first place.

Last week the eagerly-awaited day dawned, and the Roses went to court. It turned out to be a gratifyingly dignified bust. After a two-hour conference with the judge, Billy withdrew all his noisome charges. Then Eleanor briefly testified that her husband had left their home, and got her separation. She will go on receiving temporary alimony of \$700 a week until the judge sets the final figure on Oct. 15, which she looks forward to as "MY day."




**ELEANOR SMILES AS SHE STANDS BEFORE UTRILLO PAINTING AMID COSTLY FURNISHINGS WHICH SHE SEEMS LIKELY TO KEEP AS A MEMENTO OF MARRIAGE**















# A genius at figures...




this '52 Ford! It offers **2** power plants (not **1**) and both stepped way up in high-compression horsepower! Choose either the **110-h.p. Strato-Star V-8**  -the only **V-8** in the low-price field- or the new **101-h.p. Mileage Maker SIX**  with free-turning overhead valves (Class 'A' winner in the Mobilgas Economy Run). Both engines have the Automatic Power Pilot for high-compression performance on 'regular'  gas!


**3** drives (not **1** or **2**) and the best of each type! There's Fordomatic  -the newest, finest, most versatile of the automatics. Also Automatic Overdrive that can cut gas consumption up to **15%**. Also Ford's famous easy-shifting Conventional  Drive.

**3** great series-Mainline, Customline and Crestline offer you a choice of **18** models with the widest choice of body style, color  and upholstery combinations in the low-price field!

The only **1**-piece curved windshield in the low-price field plus a car-wide **1**-piece curved rear window! With 'Picture-Window' side windows the '52 Ford gives you Full-Circle visibility!

 **1-2-3-4-5-6** big people, yes, **6** travel **1st** class in the '52 Ford...  and without Extra Fare! Its new and modern BODIES not only are longer  and wider  but also have foam rubber  cushioned, sofa-wide seats, front and rear!

Over **25** cubic feet of luggage space in the easy loading trunk that opens  automatically at the turn of a key! And because of Ford's new Center-Fill Fueling  there's no pipe in the way, leaving room for an extra suitcase. 

The **1** car in the low-price field with Power-Pivot Pedals.  Suspended from above they eliminate floor holes, leave extra room for his number **10's**, work easier with her opera pumps.

Figures and facts show you that the '52 Ford will do more things for more people and at a lower cost than any other car! A **10**-minute 'Test Drive' will prove the '52 Ford is the Ablest Car on the American Road!

Fordomatic, Overdrive, white sidewall tires, and two-tone colors optional at extra cost. Equipment accessories and trim subject to change without notice.



## The '52 Ford

The Ablest Car on the American Road!



# Happy Hawaiian Harvest to you - from **DOLE**

From glamorous Hawaii to your table comes Dole's Royal Family of delicious pineapple products — all field-ripened, all richly mellow with tropic sunshine. It's the new Hawaiian Harvest!

There's no pineapple like Hawaiian pineapple! And Dole's glorious flavor tells you that it is planted, picked and packed in the very heart of Hawaii!

Keep Hawaiian sunshine on hand — in refreshing Juice, golden Slices, crisp-cut Crushed, tender Tidbits, and spoon-size Chunks. Get some and serve some today!

Be sure it's Hawaiian — be sure it's DOLE!

HURTADO — NET FISHING AT MANALO, HAWAII. AS PHOTOGRAPHED BY ANTON BRUNEL







**DOLE**  
HAWAIIAN  
SLICED PINEAPPLE  
EXTRA HEAVY SYRUP  
CONTENTS 1 LB.

**DOLE**  
UNSWEETENED  
HAWAIIAN  
PINEAPPLE JUICE

**DOLE**  
HAWAIIAN  
CRUSHED PINEAPPLE  
SWEETENED  
EXTRA  
CONTENTS 1 LB.

"CRISP CUT" it's better!





**Cause for applause!** If you know the superb flavor and supreme quality of Four Roses, you can understand why this great whiskey has won such esteem with the American public. In fact, people buy more Four Roses than any other whiskey at or above its price—more than most other whiskeys at any price.

*Frankfort Distillers Corporation, New York. Blended whiskey. 86.8 proof. 60% grain neutral spirits.*

Wouldn't you  
rather drink

**Four Roses**





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Western European federation gets a boost, General Naguib takes over and Mrs. America passes out

In Strasbourg, France, the Assembly of the European Coal and Steel Community, which had been set up by the Schuman Plan, started work on something even more important than coal and steel. At the suggestion of the foreign ministers, Paul-Henri Spaak of Belgium proposed that the representatives of six nations work out plans for a political federation of France, West Germany, Italy, Belgium, the Netherlands and Luxembourg. After a crucial debate the Assembly voted overwhelmingly to begin drafting the plan for a genuine and effective European community which would strengthen the West economically and serve as a political answer to the Iron Curtain community of the East.

\* \* \*

The Air Force finally admitted that the Texas tornado (Life, Sept. 15) had damaged 106 B-36 bombers and destroyed a 107th—more of the giant planes than anyone had ever said the Air Force owned. The total loss of these planes would cripple the U.S. striking force, but 37 have already been returned to service through emergency repairs, and most of the others will be as good as new by Oct. 1.

### Dead man gets a Navy commission

A man who has been dead for 78 years has just been commissioned a Third Lieutenant in the U.S. Navy. He was William Cox, who, as an officer in the War of 1812, was unjustly cashiered for the loss of the frigate *Chesapeake* (Life, April 14). The commission, signed by President Truman, was handed last week to the man who has done the most to clear Cox's name—his 80-year-old great-grandson.



THIRD LIEUT. WILLIAM COX

\* \* \*

When an illegal whisky still was discovered in a sewer in Claremore, Okla., the county sheriff and his men crawled in to wait for the moonshiners. Citizens reported the investigators to the local police who, not having been tipped off by the sheriff, stood watch at the sewer entrance. The only result of the two all-night vigils was that one of the sheriff's crew was bitten by a possum who lived in the sewer.

After six weeks of watching Egypt's politicians dawdle over reforms, strong man Mohammed Naguib took over in person. Ousting Premier Aly Maher and jailing 62 political leaders, General Naguib appointed himself premier, minister of war and minister of navy.

\* \* \*



MRS. AMERICA FAINTS AT HER VICTORY

When the judges announced that Evelyn Joyce Schenk of New Jersey had won the Mrs. America contest, the good news was too much for Mrs. Schenk. She slumped to the platform in a dead faint and had to be revived before she could be rewarded.

### Miracle or swindle?

Frenchman Gilbert Godard got himself in trouble with a suspiciously convenient miracle. After a long lawsuit, Godard last month was awarded 10 million francs (\$28,500) for permanent spinal injuries received in an auto accident. As soon as he had the money, Godard began having what he called religious revelations, and off he went on a stretcher-borne pilgrimage to Lourdes. He was "miraculously" cured and now has both his health and his 10 million francs. But the insurance company thinks it has Godard trapped: if the "miracle" is fake, he is a punishable swindler, and if it is real, the compensation pay is no longer valid.

\* \* \*

The Atomic Energy Commission and the Department of Defense jointly announced that the U.S. will soon shoot off more atomic weapons at Eniwetok atoll. This time no foreign observers will be permitted. What the two agencies did not announce—and specifically refused to discuss—was whether or not the long-awaited hydrogen bomb is ready for trial.

### Paris fights prohibition

From 25 countries 300 delegates to the International Congress Against Alcoholism marched into Paris last week to find that, according to their standards, it was as sinful as advertised. Parisian newspapers proudly pointed out that French bars outnumber bakeries 12 to one and that France has more feet of bar space per

citizen than any other country in the world. But a really unkind cut came from the speaker's platform of the congress itself. Ex-tennis star Jean Borotra came out against cocktails but then recommended "good ordinary red wine" with meals—say about half to three quarters of a quart a day.

\* \* \*

The Army's fashion stylists and morale experts have finally done something about the infantry's dreary O.D. uniform. Beginning this fall, the well-dressed infantryman will wear light blue cording on his soft garrison cap, a large blue plastic disc on his visored cap, a snazzy blue scarf, and, for those in combat-ready units, a braided blue shoulder cord. The new accessories, explained the Army, are "designed to enhance the prestige of the infantry soldier."

### Animal eye becomes a camera

Ralph Creer, a photographer for the American Medical Association, has succeeded in taking pictures with an animal's eye as his camera. Using eyes obtained from the Chicago stockyards, he first tried to place his film directly inside the eyeball, but vitreous fluid leaking from the inner part of the eye made pictures impossible. He was more successful when he cut a small window in the back of a sheep's eye, placed a piece of film the size of a pea in the opening and took flash shots at the equivalent of 1/100 second exposure. It was impossible to vary the focus on the aperture, but Creer has taken recognizable pictures in both color and black and white, and he hopes his new process will help doctors learn more about the physiology of vision.

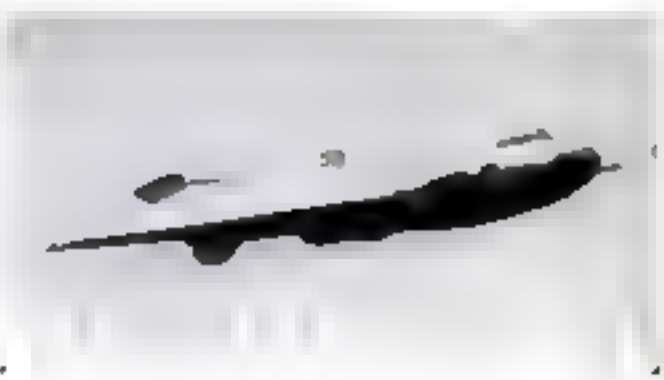


SHEEP'S-EYE VIEW ON FILM

\* \* \*

Six weeks ago in Washington, D.C., Marine Cpl. Frank Farkas was arrested for an unusual offense: ridiculing his car by painting lemons on it and thus violating a city law. Farkas appealed on constitutional grounds, and public sympathy came to his aid. Last week D.C. commissioners decided that Farkas had the right to criticize his own property and repealed the law.





**HIGH SPEED VAPOR WRAPS  
A ROCKETING BRITISH JET**



**HALF A MINUTE LATER  
ENGINES BREAK AWAY**



**COCKPIT PLUNGES  
TOWARD CROWDS**

**DEBRIS LANDS,  
PEOPLE DODGE**





An advertisement by Hiram Walker



## FIVE WINNING U. S. GOLFERS CLOSE THE SEASON

You don't have to see the scorecards to know that these golfers are among the season's winners. Because, like you and your friends, the main prizes these men play for are relaxation and companionship. Here they're prolonging the fellowship of their last day on the links

with an after-game drink of a remarkably good whiskey called Imperial. Hiram Walker makes Imperial so smooth and good that people like you have made it one of America's very largest selling whiskies.

Try Imperial, won't you—next time you order whiskey?

**JUST TELL THE MAN YOU WANT IMPERIAL**

BLENDING WHISKY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



**NEW Shampoo Discovery gives You Film-Free Hair with**

# NO 'DETERGENT DRYNESS'

*[Dryness caused by strong "dishpan" detergents in some shampoos . . . that can take out of your hair the very substances it needs for health and beauty.]*



Nature gives you "Young" Hair . . .

## NEW FITCH SHAMPOO Helps Nature Keep Your Hair Looking Young

*Your hair renews its youth with every inch it grows . . . and gentle new Fitch Shampoo has the special formula that keeps it healthy, young. New Fitch floats out surface oil, dirt, and loose dandruff . . . but leaves in Nature's beautifying lubricants to polish your hair with a natural shine.*

*See the difference! No dulling film remains . . . the "rinse" is right in the new Fitch shampoo formula.*

*Feel the difference! That brittle feel of harsh "detergent dryness" disappears as natural oils are restored.*

*New Fitch Shampoo makes even hardest water rain-water-soft. It leaves your hair easier to manage, gives it that "Hairdresser Look." It's mild, safe for a child's scalp . . . and still the only shampoo that guarantees to remove dandruff in one lathering—or your money back. Try it today!*

Stop washing the "Bloom of Youth" from your hair. . .

SWITCH TO

## New FITCH SHAMPOO



PERFECT FOR ALL THE FAMILY Copyright 1952, Fitch Div., Grove Laboratories, Inc.

## British Jets CONTINUED



TWO JETS AND TALL TAIL DISTINGUISH JAVELIN

## THERE IS JET PIE IN BRITISH SKY

The spectacular disintegration recorded on page 46 occurred as John Derry, the first known Englishman to outspeed sound, thrilled 120,000 watchers at England's Farnborough air show. Having plunged through a supersonic eight-mile dive, Derry had leveled out low when his De Havilland 110 fighter flew apart, killing him and 26 others.

Despite the tragedy, the show afforded Britons a lift of pride by highlighting British pre-eminence in jet experiments. The hits of the show were two "delta wing" aircraft, the Gloster Javelin fighter (top) and the Avro 698 (bottom) which, British designers believe, define the shape of the aeronautical future as that of a flying wedge of pie. Both have been ordered by the RAF.

In addition to these weird triangles—a shape thought to afford maximum efficiency up to around Mach 1.5 (1½ times the speed of sound)—the British trotted out a 104-passenger airliner driven by smooth turbo-props, and the Olympus, one of the world's most powerful jet engines. The only hitch was that of all these British jet wonders only the Comet liner, now in service, and the Canberra bomber, which recently made an Atlantic round trip between sunrise and sunset, are now being produced. The others are little more than handmade models.



FLYING TRIANGLE loafs over air show. Though of B-29 size, Avro 698 bomber was flown by one man and kept under wraps to conceal its real speed.





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timeless and true through all the years,  
the diamond gleams with precious meaning . . .  
a treasured keepsake of love, aglow with your  
dreams of bright tomorrows, rich in memories  
of yesteryear. Your diamond ring is truly a  
priceless possession, chosen but once, cherished  
forever. Select it then with infinite care . .  
for among all gems it is yours alone. Your  
trusted Keepsake Jeweler will show you a choice  
selection of magnificent Keepsake Diamond Rings,  
the world's finest quality, in many styles from  
\$100 to \$10,000.



Photograph by De Evia

The diamond in every Keepsake engagement ring is a perfect gem, guaranteed and registered by the Keepsake Certificate presented with your ring. Approved by the Good Housekeeping Institute.

Illustration from MODERN BRIDE magazine

A. ROANOKE Ring \$150  
Also 250  
Wedding Ring 75

B. MONTEREY Ring \$675  
(White Gold)  
Wedding Ring 150

C. HEATHER Ring \$350  
Also 100 to 2475, in platinum 300 to 3450. Wedding Ring 12.50.  
★ Men's Diamond Ring \$100. Available at 75 to 250 to match all engagement rings.

All rings available in either natural or white gold. Prices include Federal tax. Rings enlarged to show details.



PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

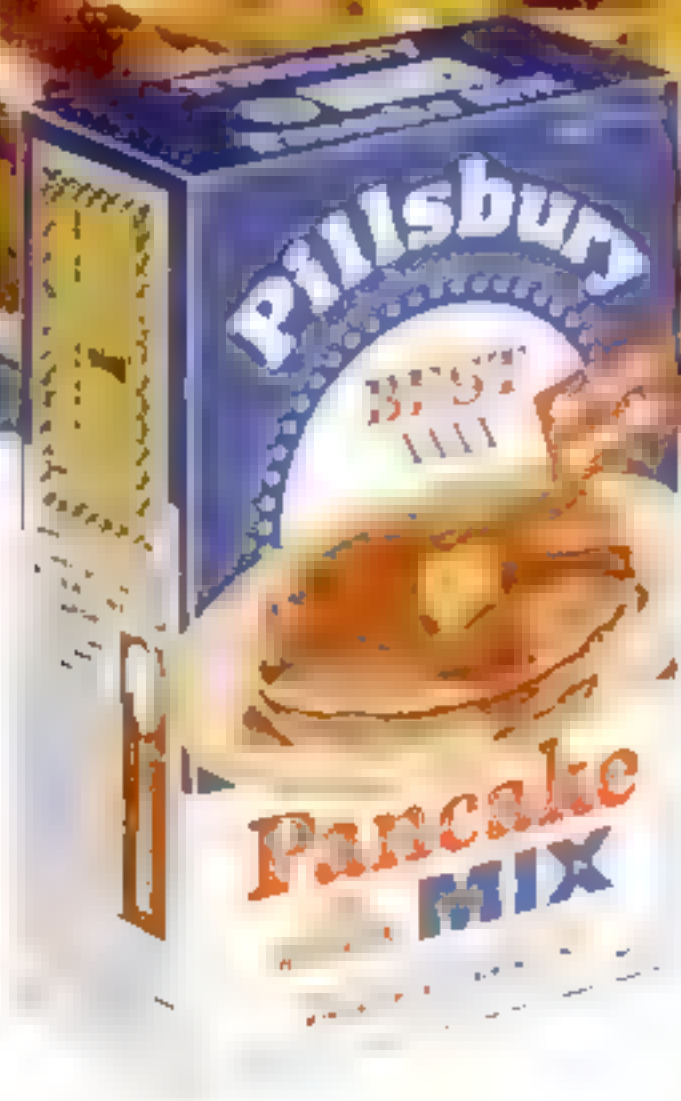


# Got your fork

*...for Pillsbury... the Lighter Kind of Pancakes*



P.S. Pillsbury Best  
wheats are lighter, too.  
Milk is all you add to  
either one. For economy,  
buy one of the large size  
packages.



## Pillsbury

*for lighter pancakes*



# ready?

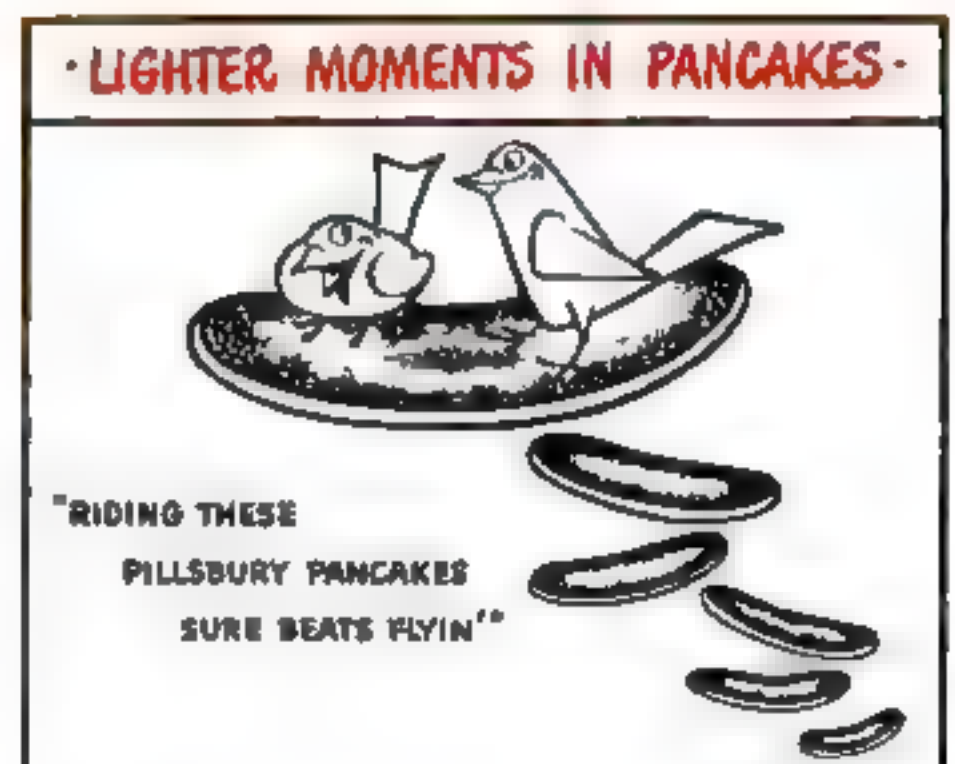


*and your favorite brand of Syrup*



Pillsbury puts the fluffy, tender touch to pancakes. These are the lighter pancakes that rise and puff on the griddle . . . brown in lacy, golden swirls, strike a delightful new note in delicacy and flavor.

All ingredients air-blown and blended by a unique Pillsbury process. Why don't you rise up and enjoy these lighter Pillsbury Pancakes? Bring on the butter and don't spare the syrup!



*Top 'em off with syrup  
...plenty of delicious*

# Syrup





# FOR BROTHER AND SISTER...

Watch 'em go for Hunt's Heavenly Peaches! Ummm—how they love these tender, golden beauties. Good for them too. Serve Hunt's often!



# For Mrs. and Mister...

Broiled Heavenly Peaches! What a wonderful treat for you and your guests. Grand as a dessert. Grand with roasts. And they're so easy to make! See recipe below picture.

## RECIPE

### Heavenly Broiled Peaches

Place 6 peaches in a shallow baking dish. Broil each with butter. Mix 2 tsp. cream with peaches and 2 tsp. lemon juice pour over peaches. Broil for 10 min. with any of the following: 1. mix of chopped nuts, 2. mix of chopped nuts and fruit, 3. mix of chopped nuts and fruit and fruit, 4. mix of chopped nuts and fruit and fruit and fruit. Serve for dessert or with meats.

Hunt- for the best



*Hunt's  
Heavenly Peaches*

at down-to-earth-prices!



**A SHARP-EYED SCHOLAR** at 66, Freeman sits in his book-crammed study in Richmond, Va. After 34 years as the famous editor of the *Richmond News Leader*, he now devotes his time to historical writing.

# IKE GETS VOTE OF SOUTHERN HISTORIAN

To a distinguished Democrat the times demand a man of Eisenhower's stature

by DOUGLAS SOUTHBALL FREEMAN

**E**ISENHOWER positively looked scared when I said it. We were seated in his office in the Pentagon; it was the winter of 1946-47. I repeated, "Yes, I mean just that. I believe the hand of the Lord is upon you and that you must accept the presidency and clean up this mess here in Washington."

"God forbid," he snapped. He got up, began restlessly moving about the room. His sentences were crisp and emphatic: "I'm chief of staff of this Army. I've got a particular job to do for America. I cannot do it as it should be done if any man at the Capitol thinks I have any political ambitions."

When I left a little later I went away disappointed, but I could not help feeling proud of this man. I had been pressing upon him the same argument others had been urging upon him since the termination of the Rhine campaign in the spring of '45. We all said the same thing; he had earned the presidency; the people needed his leadership; they would see that they got it. Always he had shaken his head and had made the same answer: he had a task assigned him, he must perform it; he could not take time from it to think of another.

---

Among the many Southerners who are breaking Democratic tradition to support Eisenhower, none has studied the candidate more astutely than Douglas Southball Freeman. Author of the Pulitzer prize-winning biography of Robert E. Lee and of *Lee's Lieutenants*, Freeman is now at work on the definitive seven-volume biography of George Washington, the first and greatest soldier-turned-President.

---

those days he still had in him some of the heat and excitement of the contest. Every few minutes he would get up and stalk across the room as if he still were pursuing the enemy. But always, when the answer had to be given to a question, a policy quickly determined, he was clear, explicit—and shaped every order by the T-square of duty.

No less appealing to me always was Eisenhower's humility of spirit. Whenever I went as a military writer to see a distinguished soldier, during and immediately after the war, my usual experience was to see the officer straighten up and stiffen into one of those serious poses which said, "Good God, I'm having my historical photograph taken."

As I wound my way out of the Potomac labyrinth, I thought of all this and of the countless occasions, in the most varied circumstances, when he had displayed this same devotion to duty. This quality had illumined all his years of service to Douglas MacArthur; Marshall never was more loyal to Pershing than Eisenhower was to MacArthur.

The same simple, serene idealism had, I remember, pervaded Eisenhower's office in that immense I. G. Farben building at Frankfurt after the Germans had been beaten. In







here's the "Gold"  
at the end of your  
fashion rainbow

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Marvella's sprightly little elves  
bring you good luck and good looks.  
Wear them in conversation piece groups or singly.  
In golden Marvanium\* and dulled black enamel.

Pixies...bottom two, \$3 each; others, \$2 each.  
Bucket drop earrings, \$1.  
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At all fine stores. Add 20% Fed. Tax

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REGISTERED



WITH "REBEL" LADIES Ike has picture taken during 1946 visit to accept degree from University of Richmond. Picture shows (l to r) Mrs. Hanson E. Fly Jr., granddaughter of Robert E. Lee; Mrs. Virginia Davis, granddaughter of Jeb Stuart; Ike, Miss Hannah Washington, great great grandniece of George Washington; Margaret Cooke, great-granddaughter of John R. Cooke, a hero of the battle of Sharpsburg; and Admiral Nimitz, who also received a degree.

### HISTORIAN FOR EISENHOWER CONTINUED

Never so with Eisenhower; always he was simple, always anxious to make the other man easy, always as humble as if he had contributed nothing to the defeat of the most powerful army that ever had been mustered in all the bloody annals of war. Once he was criticized most unjustly for some of his strategic combinations of 1945. "Do you want me to answer that fellow?" I asked. His reply came back quickly: "No, leave him alone. I was at headquarters and saw all the important reports. I know that the matters were too complicated for any one person to understand them easily. I don't believe he really understood them, any more than one of us could have in so short a time."

As his humility never failed him, he could never lose the common touch. One day after the war I was walking with him in an academic procession when a voice came from beyond the rope, "Hi, Ike." I looked to see what friend of the general was greeting him with such gay familiarity. I discovered him to be a brash boy of about 15, with a face as presumptuous as that of a politician just appointed to office. The general responded with a wave cordial enough to acknowledge the most warming tribute.

These were some of the qualities that made me speak to him as I did that day in the Pentagon. They are the qualities that command my confidence in him and in his leadership today.

Eisenhower has an uncommonly keen and true sense of values—military and moral, political and personal. These values represent not only high, practical intelligence, but also an education vastly more inclusive than is supposed by those who still think of senior Army officers as equipped with nothing beyond a bleak B.S. degree from West Point. The training system of the U.S. Armed Forces includes graduate schools little inferior to those of any except the most renowned of our universities. The academic Brahmin disposed to look down his nose at any of these schools will do well not to mount the rostrum there—particularly during the question period that follows a lecture. When he has run the gantlet of the students, he will have fresh respect for them and for the skill with which they swing their verbal paddles as he passes. No officer is sent to these establishments unless he shows promise. When he has passed through three or four of them, he is either professionally competent or else he is shown not to have the brains credited to him. Eisenhower attended the Infantry Tank School, the Command and General Staff School at Fort Leavenworth, the Army War College and the Army Industrial College—full four sessions of hard, postgraduate instruction.

But the "finish" of this training was in reality no more than the beginning of Eisenhower's preparation. As always, the most valuable as well as the most difficult school has been that of experience. To build up the American forces in the United Kingdom, to prepare for D-day, to effect the landing, to administer the coalition armies, to get the maximum cooperative effort from British and French, to achieve any coordination of attack with the Russians, to conquer chaos in Germany—this was one of the half-dozen most magnificent achievements of modern history. It has given Eisenhower the best training an American ever has had in many of the most vital duties of the presidency. To speak of him as not

CONTINUED ON PAGE 36



\*THE MILLIONS WHO BUY COFFEE AT A&P CAN CHOOSE FROM ALL THE LEADING, NATIONALLY-KNOWN COFFEES...YET

# 9<sup>out of</sup> 10 like A&P Coffee *BEST!*

(MAYBE YOU'RE MISSING SOMETHING)



OF ALL THE NATIONALLY-KNOWN COFFEES OF LIKE HIGH QUALITY ONLY A&P COFFEE CAN  
**SAVE YOU UP TO 12¢ A POUND!**

**A&P COFFEE**  
*The coffee of magnificent flavor*

A&P COFFEE IS TYPICAL OF THE HUNDREDS OF MONEY-SAVING, QUALITY FOODS



**FRESHER!** Of all the nationally-known coffees only A&P Coffee comes to you **BEAN-FRESH**  
The fresher the coffee, the better it tastes. And once coffee is ground (regardless of how it's packed) freshness and flavor suffer. The 9 out of 10 know that's why their A&P Coffee is sold in the fresh bean, and ground only when purchased. Naturally, A&P Coffee delivers fresher flavor. Taste for yourself!

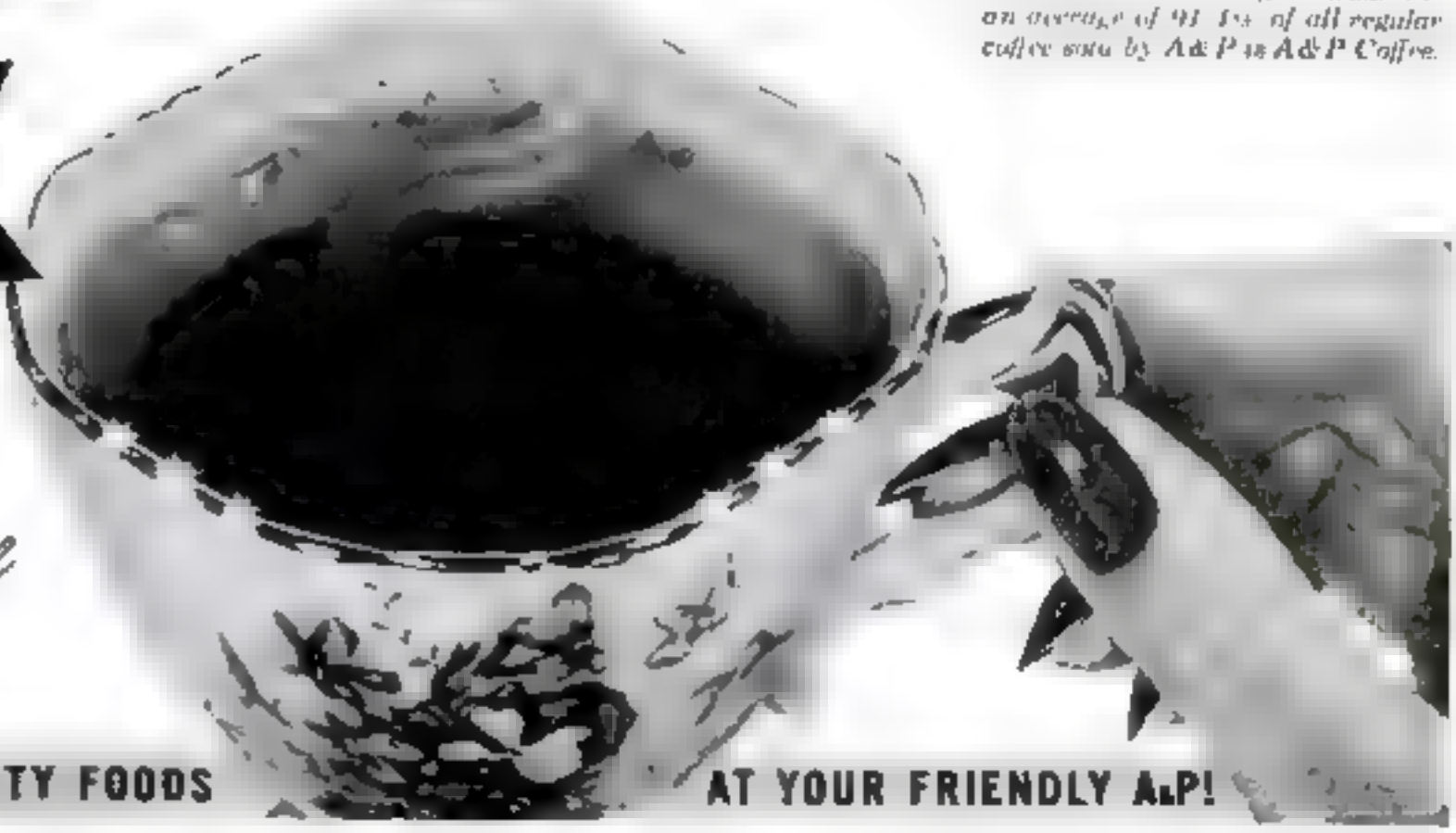


**FINER!** Of all the nationally-known coffees only A&P Coffee offers you **7 GRINDS!**  
Experts agree that only coffee that's ground right gives you maximum goodness. Your coffee pot takes a specific grind (1 of 7, to be exact), so any coffee offering only 1 or 2 grinds may not be right for you. 9 out of 10 know that A&P Coffee's finer Custom Grinding service is unmatched. Taste for yourself!



**BETTER!** Of all the nationally-known coffees only A&P Coffee lets you select from **3 BLENDS**  
No single blend can suit everyone (9 out of 10 know it). That's why superb A&P Coffee comes in 3 blends most generally liked in America: a full-flavored, mild blend . . . a rich, medium blend . . . and a strong, hearty blend. A&P Coffee offers the blend that's exactly right. Taste for yourself!

\*Based on a continuing sales survey, an average of 91 % of all regular coffee sold by A&P is A&P Coffee.



AT YOUR FRIENDLY A&P!





**MUST HAVE CRASHED  
THE WRONG PARTY!**



**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

## HISTORIAN FOR EISENHOWER CONTINUED

qualified for the office because he is "only a soldier" is to show oneself uninformed of what the successful commander of vast coalition armies has to learn and to be.

What makes Dwight Eisenhower so extraordinary a figure is the combination of his sense of duty, his humility of spirit, his incomparable training and his magnetic personality. Together, these do much more than give the average man a respect for Eisenhower; they give a man respect for himself because he sees and appreciates greatness. This unfailing ability of Eisenhower to lift the spirits of his companions is certainly one of the brightest attributes of leadership. If Eisenhower were known by all the people to be the extraordinary individual he is, there would be no need of explaining why Democrats and Independents throng his meetings. He would be elected by the votes of men and women who would act as Americans, not as members of political parties. All of us would be grateful that once again, in an hour of danger, the homes and the schools of our country have produced a man to meet and to master the emergency.

Every southern Democrat who has told me that he was supporting Eisenhower has said, in one way or another, that he was acting now precisely as he would in wartime, not for party but for country. "If it's a local election, sir," one hard-headed man told me the other day, "I'm a Democrat, just as my father was and my grandpa were." He paused in pride and proceeded: "That goes for the state elections, too. I'll never vote to put a Republican in the governor's mansion, no, sir, not me! But when it comes to getting rid of that gang in Washington, I say, to hell with Democrats and Republicans. What we need is a man smart enough and strong enough to drive out those fellows."

Here in the South this is the position of those who speak out. Some of the politicians are silent. Politically they cannot—or at least they think they cannot—separate their national obligation from their state and local allegiance. The ancestral shadow of the name "Republican" hangs over them. They will go through the motions of organizing their states and of "getting out the vote." But any time you reproach one of them for not taking a stand to redeem the evil hour, he is apt to look around furtively and then to repeat Davy Hill's famous observation in the Bryan presidential campaign of 1896, "I'm a Democrat still—very still."

Whether they shout "I like Ike"—or merely tell you that fishing is going to be good on the 4th of November—a host of Southerners will deny today that the party in power in Washington is entitled to the adjective "Democratic." Some of us think we describe it accurately when we speak of it as the Labor Party and regard it as on all fours with the regime of that name in Britain, except that it is less intelligently directed. Many Democrats who are also realists contend that the national party, so called, is no more than a loose association of state parties that have little in common. Those Southerners who remember their history lessons maintain that the Democratic party has been choked to death by radicals, exactly as the Whig party was by the Republicans between 1856 and 1860. Whatever the explanation, the old luster is gone from the label "Democratic." Even in South Carolina, Jimmy Byrnes remains alive, with a whole life, despite his help to the Eisenhower cause. Not once has Byrnes been hung in effigy. Village imitators of Ben Tillman and Cole Blaise have not even threatened—at least not openly—to ride the governor on a palmetto rail. The moral is plain: to fail in unwavering, unthinking and compliant support of all Democrats in all elections no longer is, politically, the unforgivable sin in the South.

This fact squares many items on a ledger of contradiction. Stevenson's following in the South today comes from a few "unreconstructed rebels" and a small but wholly respectable group of honest liberals in support of the three shock divisions—Truman appointees, C.I.O. unionists and Negroes. This is a strong corps. The South has its full share of the 2,600,000 persons—practically all of them active voters—now on the Federal civilian payroll of the U.S. Federal employees' "cut" in the South of the annual compensation of nearly \$10 billion is much the largest wage payment, and at the best average scale, in the whole region. Most of



GOVERNOR BYRNES proposed independent ticket for Ike in the South, so Democrats could vote for him.

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

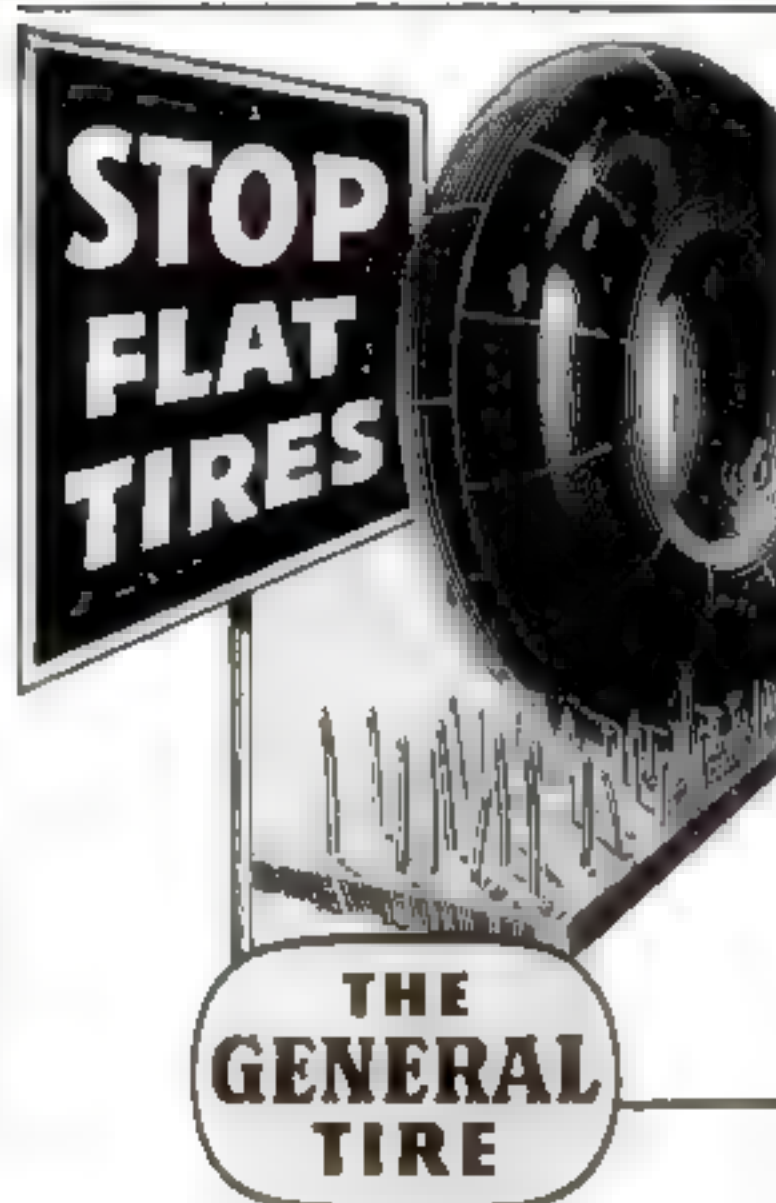
The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

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*Charles S. Campbell*  
PRESIDENT



**PUNCTURE-SEALING  
SAFETY TUBE**

- Prevents punctures because it seals as it rolls.
- Safer—absorbs shocks. Protects against blowouts.
- Adds security for women drivers.
- Retains correct pressure. Aids tire mileage.
- Cool running. No internal heat.
- 100% natural rubber. Outwears several casings.

SEE YOUR GENERAL TIRE DEALER



# What's new about the woolens these folks are wearing?



1. Boy's sweater. 2. Boy's slacks. 3. Jersey blouse. 4. Jersey skirt. 5. Baby's sweater, bonnet & bootie set. 6. Girl's sweater. 7. Girl's skirt. 8. Sports shirt. 9. Socks.

## They're "SANFORLAN" woolens...they wash without shrinking out of fit!

Now, your beloved woolens are more wonderful than ever!

For now you can get woolens—woven as well as knit—that are easy as pie to wash! "Sanforlan"-labeled woolens that will never lose their fit, never get hard and matted, no matter how many times you wash them!

What joy to keep the woolens that touch your skin soap-

and-water fresh! Bathrobes, sweaters, shirts, socks—even your prized wool jersey blouses. And every mother knows washing is the *only* way to get a youngster's clothes clean!

So look for the magic word "Sanforlan" on all kinds of woolen garments—yard goods, too! "Sanforlan" trade-marked woolens stay wearable longer—cut cleaning bills.

**SANFORLAN**  
TRADE-MARK

"SANFORLAN" brought to you by the "Sanforized" people...Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.





# Dixie Cups

... NOW IN HANDY HOME DISPENSER



## LESS WORK FOR MOTHER

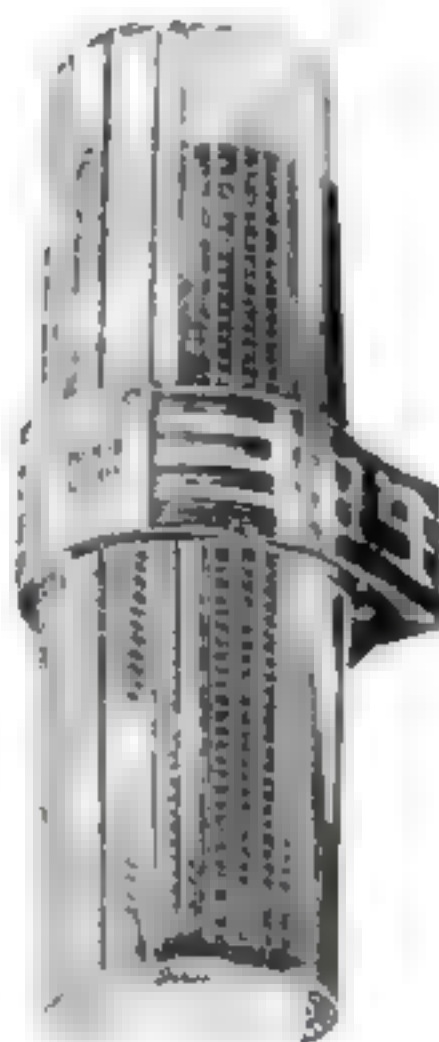
Clutter-Free Sinks  
No Glasses to Wash  
Saves Valuable Glassware

**SO HANDY**  
Drinks for Children  
Quick Lunches, Parties  
Between Meal Snacks,  
Juices



## WON'T SPREAD GERMS

Each Has His Own Clean Dixie  
Replaces Messy Bathroom Glass  
Safe in the Sickroom



## Handy Home Dispenser

ATTRACTIVE! INEXPENSIVE! EASILY MOUNTED!  
At your favorite Super-Market, Grocery, Variety,  
Drug, Hardware or Department Store



*Dixies do so much*  
... cost so little  
Now Big, Economy-Size Boxes of Dixies  
Give You Every-Day Dixie Cup Con-  
venience at Low Cost.

*If it doesn't bear the name Dixie, it isn't a genuine Dixie Cup*  
DIXIE CUP COMPANY, EASTON, PA.

## HISTORIAN FOR EISENHOWER CONTINUED

those who get Uncle Sam's checks will vote to keep the same pens on the signature line. So will C.I.O. and part of A. F. of L. and virtually the whole of the Negroes who are qualified to participate in the election.

No single political change in the South in this generation has been quite so remarkable, and few so influential, as the complete shift of the Negro vote from the Republican to the New Deal party. I can remember, as a little boy, how old Negroes, some of them in tattered, Union army capes, would go to the polls and would seek to vote for "Mr. Lincoln." A Negro vote for a Democrat was almost inconceivable even 40 years ago. Now the reverse is true. This did not begin, as some think, with Franklin Roosevelt. Even before 1933, Negroes were turning to the Democratic party and were voting in the municipal primaries because they reasoned that these were the actual elections and that they could not get clean streets or adequate garbage removal, or any other municipal service, if they did not throw their weight on the Democratic scale.

Will these supporters of the Democratic ticket carry in November the tiers of southern states? Tiers is the word, because the South is not a unit and is no longer "solid." Industrial interest follows the main railways, in some districts north and south. Politically, the line is east and west. The border states of the South—Virginia and North Carolina, West Virginia, Tennessee and Kentucky—never have seen exactly eye to eye with the states of lower latitude. The "oil states," Texas in particular, are passing through an industrial revolution that will create a deep political cleavage. Florida's climate and quarrels and citrus fruit keep her from becoming merely an American Switzerland, with the innkeeper's non-partisan political complex. Anything may happen in these southern regions on the 4th of November. Results as diversified and as contradictory as those of New England may be expected.

We who are going to vote for Eisenhower as Americans—and not as Southerners or as Democrats—are relying on the mainspring of the American clock, the mainspring of political conscience that swings the pendulum from one party to the other, as justice and honor demand, and always, thank heaven, within the arc of two parties.

We of the South are relying, also, on the political idealism that stirs the hearts of many people in this part of America. We seldom have attained; we never have ceased to aspire. Few heroes have been ours to worship, but those we have enshrined. The Confederate tradition survives in the South through no lingering faith in the present-day right of secession but through the emergence in that conflict of men whose virtues made the humblest citizen proud. Every Southerner thought better of himself because he



ROBERT E. LEE



"STONEWALL" JACKSON

belonged to the society that had produced Robert E. Lee and "Stonewall" Jackson and Wade Hampton. To that revered companionship, Eisenhower may be admitted. It is of the highest significance that when he has appeared in the South during the campaign, the crowd impulsively, almost unconsciously, has raised the "rebel yell," the pibroch of southern fealty.

This hero worship in the South is no "vain thing." We who have drunk the full and bitter cup of military defeat, we who saw fences feed campfires and churches serve as stables, we Southerners know that if a great war runs through a dozen bloody months, the generals who would use yesterday's tactics to fight tomorrow's battles will fade from the front.

The more grueling the test, the stronger the man who emerges. When he does appear, there seldom is doubt concerning his worth.

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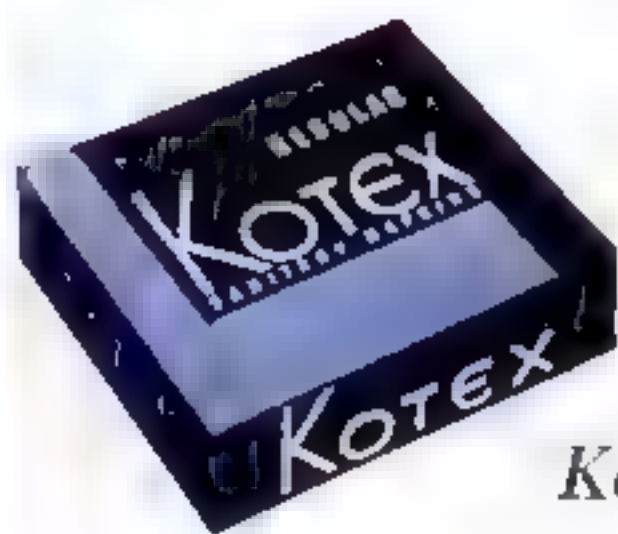


## Not a shadow of a doubt — with Kotex

— *with Kotex* you get absorbency that doesn't fail:  
the trustworthy kind of protection you *need*, for safety,  
for comfort, and a fresh, dainty feeling.

— *and only Kotex* of all leading napkins has  
flat, pressed ends. So there's no revealing outline.

— *best of all*, this pad is made to *stay soft*  
while wearing—to retain its fit and comfort for hours.  
No wonder Kotex is America's first choice in napkins  
... *very personally yours.*



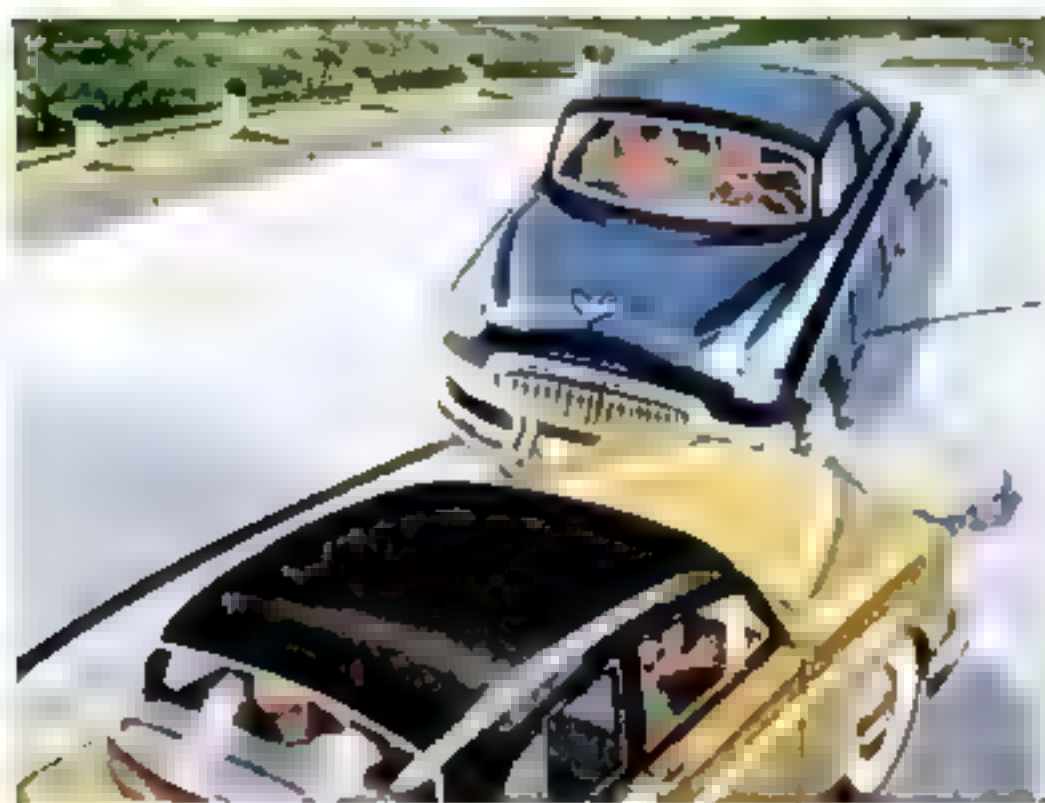
More women choose  
*Kotex\* than all other sanitary napkins*



# Now You Can Be Safe From

# Firestone

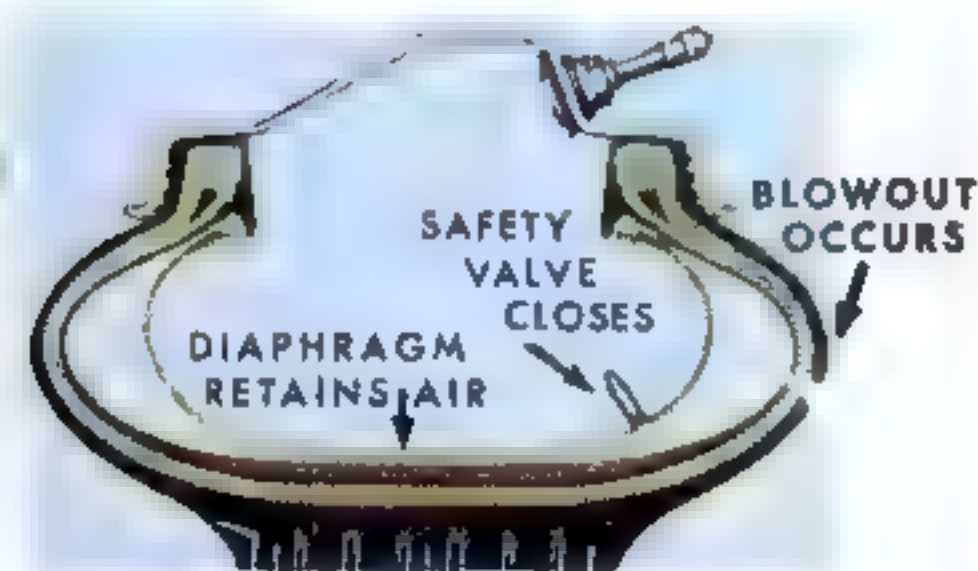
## THE FIRST AND ONLY TIRE THAT IS SKID-SAFE AND TUBELESS ...



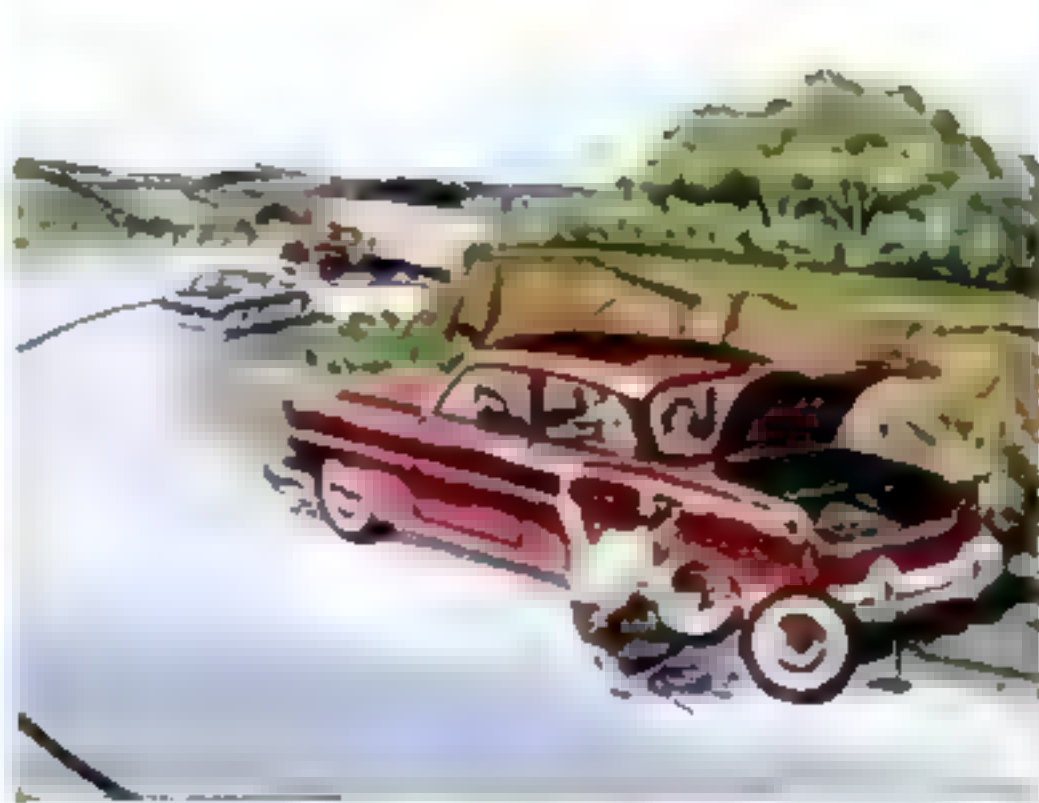
### BLOWOUT-SAFE

Every year, thousands of men, women and children are killed, crippled for life or painfully injured in accidents caused by blowouts, and property damage amounts to millions of dollars. Firestone Supreme Tires save lives and save money, because they give complete protection against the dangers of blowouts.

HERE'S PROOF:



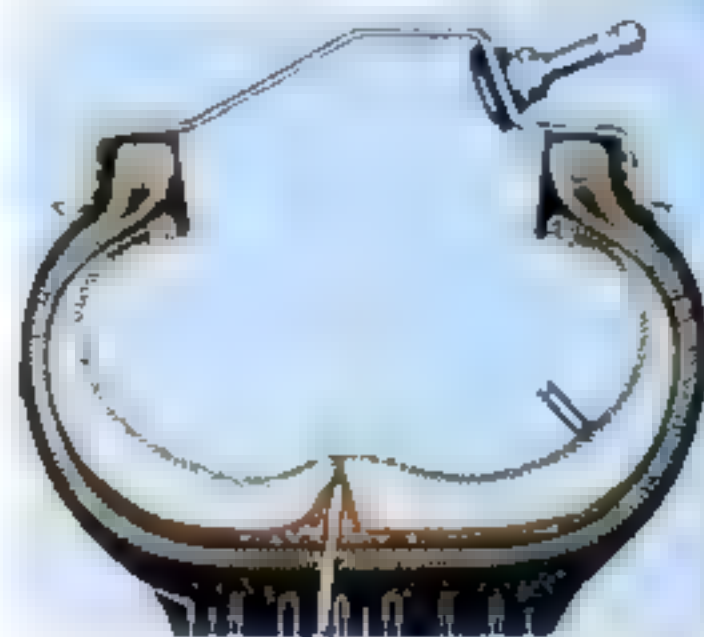
When a blowout occurs in an ordinary tire, it goes flat instantly and your car may go out of control. But Firestone Supremes have an exclusive Safety Diaphragm and Safety Valve, shown in the cross-section above. If a blowout should occur, only the air between the tire and the Safety Diaphragm rushes out. The Safety Valve closes instantly, retaining the bulk of the air and enabling you to bring your car to a safe, straight-line stop without swerving and without any dangerous tug on the steering wheel.



### PUNCTURE-SAFE

Any car owner who has had a puncture out in the country, miles from a service station, or who has risked death or injury trying to change a tire in heavy traffic, knows the danger as well as the inconvenience and annoyance of punctures. Firestone Supreme Tires seal punctures without loss of air.

HERE'S PROOF:



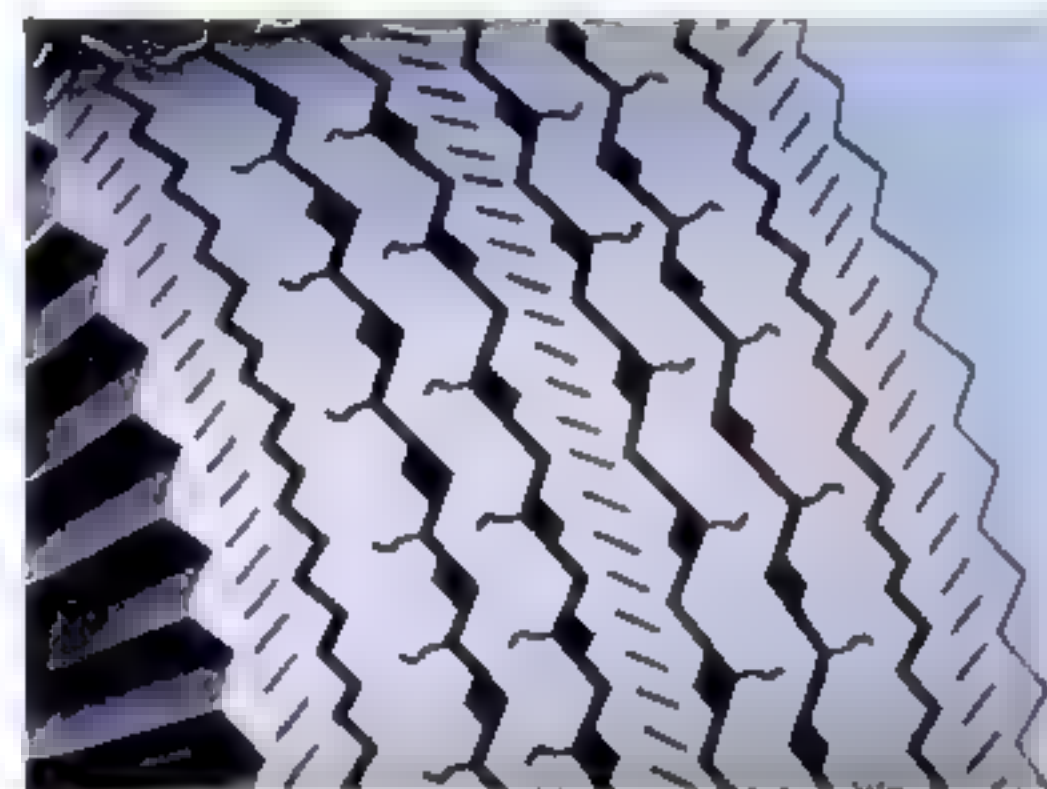
Inside the cord body of the Firestone Supreme Tire, there is a layer of soft, gummy, sticky rubber, as shown in the cross-section above. If a nail or any similar sharp object should manage to penetrate the extra tough tread and extra tough tire body, this tacky sealant will cling to it, preventing loss of air. In recent tests, Firestone Supreme Tires have been driven over boards containing four-inch spikes, yet the punctures were sealed instantly and without any perceptible loss of air.



### SKID-SAFE

Firestone created the first Non-Skid tire and has been a leader ever since in developing tire treads that give unequalled protection against skidding and greater traction on all kinds of roads and in all kinds of weather. The Safti-Grip Tread of the Firestone Supreme is the last word in protection.

HERE'S PROOF:



The exclusive Firestone Safti-Grip tread gives you three-way protection against skidding and loss of traction. First, it has thousands of sharp-edged angles. Second, it has exclusive Skid-Resisters, which open up like the claws of a cat and dig in when you step on the gas or step on the brake, and close up for smoothness and silence when running. Third, it has sure-footed Traction Boosters on the center and outer ribs which cling to the road. It is the only tire made that gives you triple safety.

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC.

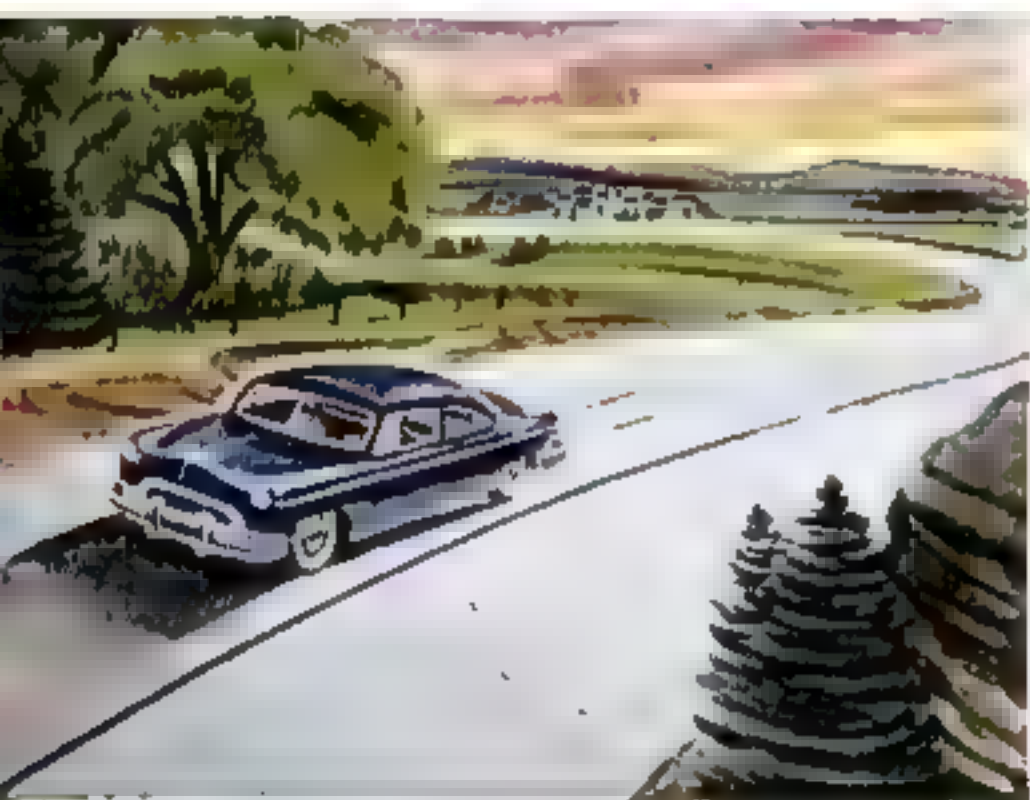
## ANOTHER PROOF THAT YOUR SAFETY IS OUR BUSINESS



# All Dangers of Tire Failure!

## SUPREME

### BLOW-OUT SAFE, PUNCTURE SAFE, AND IT CAN SAVE YOUR LIFE



#### LONGER-WEARING

The tread of the Firestone Supreme Tire is built to deliver longest mileage, an important consideration in these days, when horsepower is being so rapidly increased by practically all automobile manufacturers, resulting in increased car speeds and consequently greater wear on the tires.

HERE'S PROOF:



The Safti-Grip tread is much deeper than the treads of ordinary tires. Furthermore, it is compounded according to a formula that makes the rubber far more resistant to wear. In addition, the non-skid elements are so scientifically designed that they give maximum mileage as well as unequalled protection against skidding, and traction that is unsurpassed, a unique combination of features which enables you to get the utmost in both safety AND mileage. It gives you most miles per dollar.



Copyright, 1932, The Firestone Tire & Rubber Co.

**AT FIRESTONE...**

Demand for this sensational new tire at present exceeds supply, but production is being increased rapidly and tires are available at many Firestone Dealers and Stores.





# *Drink this much Florida Orange Juice every day*

for the Vitamin "C" you need... one vitamin your body can't store up

Want to help the kids bat high in the Good Health League? When they come in hot and thirsty, give them full, big glasses of Florida orange juice. Much better for them because it's rich in Vitamin C.

Remember, Vitamin C is one vitamin you need *every day*. Your body can't store it up. And what a delicious way to get Vitamin C! Florida oranges are noted for sweetness, famous for extra juice!

So send those small, old-fashioned juice glasses back to the minor leagues! Enjoy full, *big* glasses of Florida orange juice, every day!



## *Florida Canned*

A delicious way to get a big full glass of precious Vitamin C. Natural full-strength and always ready to serve. Try blended Florida Orange-Grapefruit juice in cans, too.

## *Florida Fresh-Frozen Concentrate*

Tree-fresh flavor—full vitamin and nutritional values—in new handy form. No sugar added. Store in freezing compartment. To serve, add three parts water, shake or stir, pour full big glass!

*Florida Oranges*

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA





his dependability. Some six months' service in front of Boston in 1775 gave New England a faith in George Washington that the canker of jealousy never sapped thereafter. By the time "Stonewall" Jackson had completed the Valley campaign of 1862, the South had an awed confidence in this genius that is as complete today as it was 90 years ago. One month's campaigning in front of Richmond, coming to its climax in the Seven Days' Battles, fixed the fame of Lee. The operations of Grant made President Lincoln tell himself, "This is the man."

Much the same thrill went through the South—through all America—as soon as we learned that Eisenhower's men had won a foothold on the shores of Normandy. The operation had the scale and certitude of a leadership that could be trusted in the darkest contingency that might arise. France has had national heroes who betrayed her. Hitler proclaimed to Germany a regime that would endure a thousand years—and within 12 he died underground like a strangled mole. Goering pledged the Ruhr that not one Allied bomb would fall on field or roof—and he paid in suicide the price of false prophecy. In contrast, Britain and America seldom have had national heroes who, once acclaimed, ever had to be renounced. Eisenhower will not be the exception.

In dealing with the men she takes to her heart, America is sensitive to the fitness of things. She wishes her heroes to be human but she never permits them to be vulgar. They must laugh—but not lewdly. This applies to no honor she gives as surely as it does to the presidency.

When the Constitution of the United States was published in Philadelphia newspapers of Sept. 19, 1787, much surprise was created by Article II that fixed the method of electing a President and defined his powers. Did the convention actually propose that the President be allowed to succeed himself? Was there not danger that he and the senate might unite in a conspiracy against the liberties of the country? Jefferson, reading the Constitution in France, was so much alarmed that he set down the lack of rotation in the office as one of his two principal objections to the new system of government. Lafayette had to quiet his own concern on the score by assuring himself that if the powers of the office were excessive, the first President would call for amendments to reduce the prerogatives.

Pierce Butler of South Carolina gave the explanation of these powers when he wrote in May 1788: "Nor, *entre nous*, do I believe they would have been so great had not many of the members (of the convention of 1787) cast their eyes toward General Washington as President, and shaped their ideas of the powers to be given to a President, by their opinions of his virtue." Then Butler added these words, in greater wisdom perhaps than even he credited himself: "So that the man who by his patriotism and virtue contributed largely to the emancipation of his country may be the innocent means of its being, when he is laid low, oppressed."

The great powers of the office were, indeed, fashioned for great Presidents, great in character, in decorum, and in ideals. They are not powers even to be entrusted without risk to a man lacking in any of these essentials of the office. Eisenhower is not lacking; he is worthy of the presidency. He can be trusted with its powers.



EISENHOWER AND FREEMAN join in University of Richmond procession. During visit Ike stayed with Freeman, who was then Rector of the Board of the University.

TAPE IT EASY....

by *L. C. Kelly*



"It's for the good of the party, Senator—we'll take the tape off after elections."

These time-saving tape tricks get everybody's vote!



**MAKE A NEAT FILE** of your clipped-out recipes by taping them on individual file cards. Saves hunting for favorites!



**MEND TORN PATTERNS**, reinforce frayed edges with firm-holding strips of clear, strong "Scotch" cellophane tape.



**REMOVE LINT** from fabrics in a wink by wrapping "Scotch" Brand tape around hand, sticky side out, and patting lightly.



**SENDING YOUR SERVICEMAN** a Christmas package? Keep edibles fresh by sealing inner wrap with cellophane tape!

*A fun and easy way to make...*

THERE'S FUN A-PLenty for small fry in the new "Scotch" Cellophane Tape **PLAY BOX**. Fascinating toys to make, color, assemble—three-dimensional animals, buildings, vehicles.

Look for the **PLAY BOX** display at your favorite store. Only \$1.25 complete with 16-page book of cutouts, a dozen additional sheets of material, crayons, safe plastic scissors. "Scotch" Brand tape.



Let's stick with the American way...**VOTE NOV. 4!**



**CELLOPHANE TAPE**

The term "Scotch" and the plaid design are registered trademarks for the more than 200 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn. also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can. © 1952 3M Co.





# *Announcing The Great New*



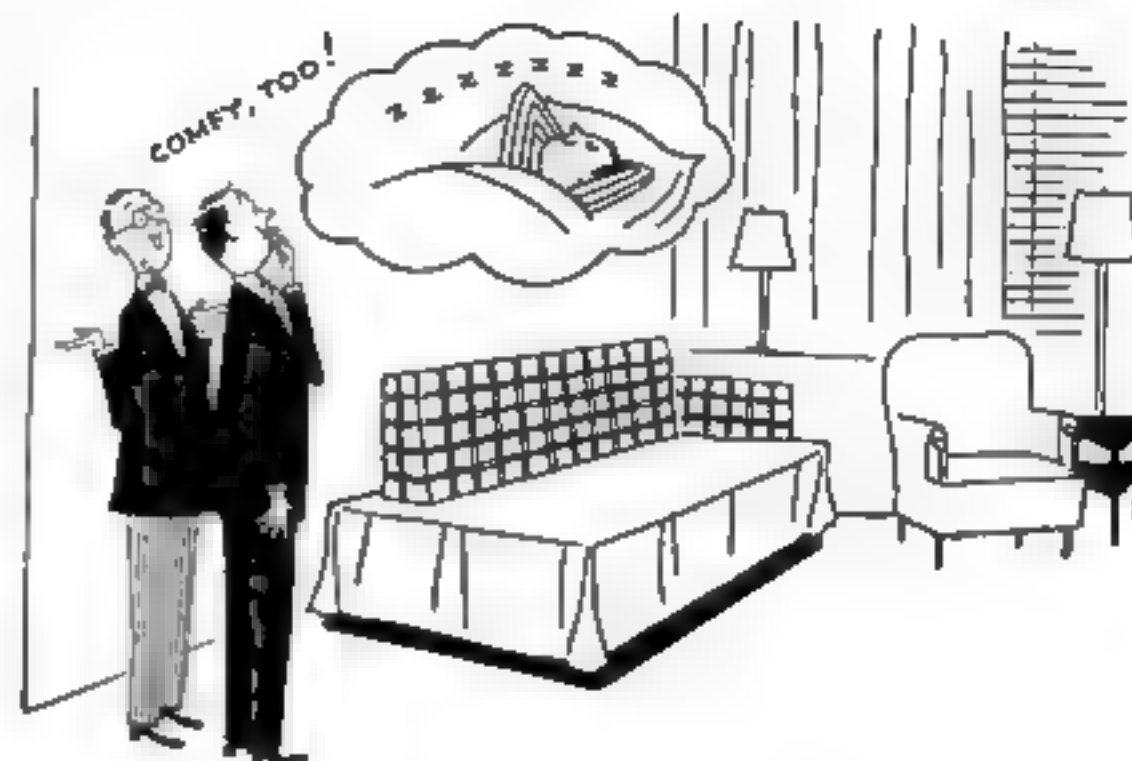
*The Hotel Statler, Wilshire Boulevard at Figueroa, Los Angeles*



# Hotel Statler In Los Angeles



- 1.** When you come to Los Angeles looking for the best,  
There's a brand-new, grand-new Statler where you'll really be a guest.  
We Statler folk are mighty proud and want you all to know  
About our latest fine hotel so you'll know where to go.



- 2.** The Statler in Los Angeles is new as new can be,  
Plus all of Statler's good old-fashioned hospitality.  
Each bed is super-comfortable—eight-hundred springs and more,  
And comfort, after all, is what a good hotel is for.



- 3.** Like hotels elsewhere in the land that bear the Statler crest,  
The L. A. Statler features food that ranks up with the best,  
You'll like the Statler dining rooms and Statler service, too;  
All in all, for pleasant meals, it's just the place for you!



- 4.** For all our busy traveling guests, we've got a helpful clue:  
The Statler's close to shows and shops and business district, too.  
And, with all the modern trimmings, our prices haven't soared.  
They still are in the friendly range our old friends can afford.



- 5.** We've taken every feature that has made the Statlers great  
And added many new ones. Come on, let's set a date.  
We're open now for business, and hope you will say, "Yes,  
Reserve a Statler room for me out in Los Angeles."



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES





**TROOP-CARRYING SUBMARINE USS PERCH** is shown battling way through pancake ice-field during historic

Bering Sea maneuvers. The *Perch* tested new, low temperature fuels and lubricants developed by scientists of American

oil companies. Results showed that these fuels and lubricants stood up under the world's worst weather conditions.

## 51° BELOW ZERO

### Petroleum Research Makes Arctic Defense Possible

Recent Arctic maneuvers in snow, in icy seas, and in the air prove the outer line of U. S. defenses can now be pushed within 100 miles of the North Pole. Military observers reveal this conquest of the Arctic is made possible only by the high quality of today's fuels and lubricants, which operate at full efficiency in temperatures as low as 51° below zero.

This outstanding performance is no accident. It has resulted from never-ending research and product improvement by America's privately-managed oil businesses—competing with rivals to get to the public first with the newest and most improved oil products.

Like our Armed Forces, you benefit from this competition, too, with the finest oil products at the world's lowest prices. For example: 2 gallons of

the gasoline you buy today do the work 3 did in 1925. Yet today's gasoline is priced about the same as it was then—only direct taxes are higher.

The risks in the oil business are high—for research and development costs are enormous and the new products developed by one oil company today may be surpassed tomorrow by some competitor's newer and even better product. But oilmen are willing to accept such risks as long as they have a chance to stay in business and earn a profit while serving you.

**For a free, interesting booklet** telling how you can benefit through the new, improved oil products you use every day, write to:

Oil Industry Information Committee, Box C  
AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.



(Left)  
**REFUELING AIR FORCE TRANSPORT**, just returned from North Pole flight. Officers reported that even polar cold does not destroy the efficiency of the modern fuels and lubricants competing U. S. oilmen have developed for you and the Armed Forces.

(Right)  
**MAN-MADE ARCTIC CONDITIONS** in scores of oil company laboratories pay off in benefit for your car. Many of the new high quality motor oils developed since World War II, are so efficient they can actually triple the life of your car engine—as proved in modern atomic tests.







**MOTHER AND DAUGHTER** picture snapped just before kidnaping was Mrs. Moroney's only one.

## MYSTERY OF THE KIDNAPED BABY

**Family traits suggest California woman  
may be girl stolen in Chicago in 1930**

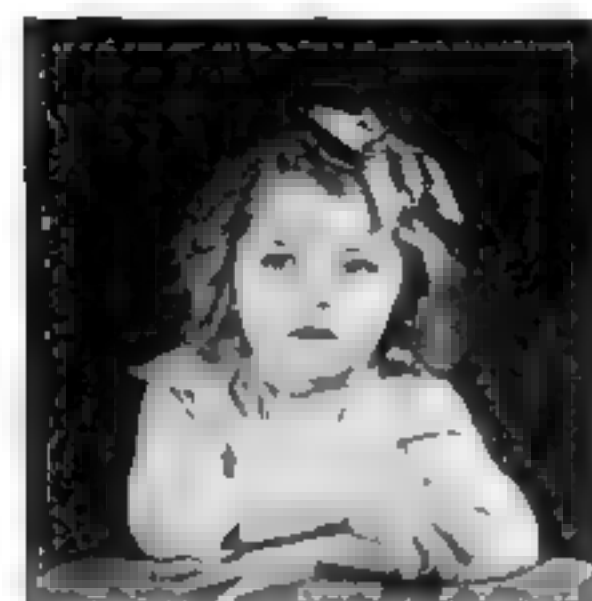
Somewhere in the pictures on this and the following pages lies the truth—or the error—of a claim that a bizarre kidnaping has been solved after 22 years of baffling mystery.

Mary Agnes Moroney was 2 when, on May 15, 1930, a nameless lady bountiful came to her parents' poverty-ridden home in Chicago and, on the pretext of buying her new clothes, took the child away. The next day Michael and Catherine Moroney got a letter saying their baby had been taken to California and would be returned. The letter and Mary Agnes both proved untraceable. For her only keepsake Mrs. Moroney had a baby picture (*top, left*).

Last February, struck by strong family resemblance among seven Moroney children born after the kidnaping, the *Chicago Daily News* sent a family photo to other papers. It hoped Mary Agnes might also bear this resemblance. Reaction came from San Pablo, Calif. There Everett McClelland, a mechanic, was startled by the resemblance of the Moroneys and his wife, an orphan reared by Charles and Nora Beck of San Pablo.

The Oakland, Calif. *Tribune* joined the Chicago paper in an all-out effort to prove that Mrs. Mary Beck McClelland was really Mary Agnes Moroney. They searched old records, enlisted the FBI and scientists in five different states. In six months they amassed much scientific and semiscientific "evidence" (*next page*). Meanwhile Mrs. McClelland and one of her "sisters" (*right*), met in California and were delighted when "our husbands tell us we look and act alike."

Finally this month Mary McClelland was flown to Chicago to be "reunited" with her family. It was a glad occasion at first, but afterward a haunting doubt still remained. "I would like to believe—but I just don't know," said Mrs. Moroney.



**CHILD PHOTOS** show Mary Beck (*left*) at 6 or 7, Anastasia and Catherine Moroney at 6 and 5, both born after sister's kidnaping.



**RESEMBLANCE** between Mary McClelland (*top*) and Anastasia Moroney Miranti

was noted by Mary's husband Everett, who thought that the girls looked like twins.



Week-end Handyman?  
Get that **DIRT**



**fast...**

but  
save your  
**SKIN!**



Boraxo "melt-away" action cleans hands faster, gentler than any other hand soap!

Now, get hands twice as clean, in half the time! And keep hands soft, with BORAXO! Tiny soluble crystals in this powdered hand soap chase all dirt, then melt away. No harsh abrasives to irritate. After gardening, household work, all greasy jobs, clean up fast, with BORAXO!



ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

new TV drama!  
**"Death Valley Days"**

True-to-life Western tales—your favorite radio program for years—coming to TV! Watch your local paper for time and channel.

Kidnaped Baby CONTINUED

## MARY SUBMITS TO SOME TESTS



**FINGERS**, printed by San Pablo police, were examined at Tulane.



**BLOOD**, taken in California, was analyzed in Chicago and New York.



**BODY**, measured at Berkeley, was compared to Moroneys in Chicago.



**SKULL** measurements were sent to anthropologist at Northwestern.



**TEETH** of Mary and Moroneys were cast in plaster for Bertram Kraus, University of Arizona, who found 18 points of hereditary similarity in one tooth.

CONTINUED ON PAGE 10



"Someday...  
I want to meet  
Hopalong  
Cassidy!"

(WHO AM I...?  
SEE ANSWER BELOW)



Batteries also look alike, but **AUTO-LITE STA-FUL**  
*needs water only 3 times a year!*  
IN NORMAL CAR USE

EVERY KID in America would like to meet the real Hopalong Cassidy... not just a look-alike. Nowadays even batteries have look-alikes, but the amazing Auto-Lite "Sta-ful" Battery needs water only 3 times a year in normal car use... and lasts longer too! So don't be fooled by appearances. Make your next battery an Auto-Lite "Sta-ful."

You were wrong about cowboys if you thought the man shown above

was Hopalong Cassidy (William Boyd). Although Willis Claire, of New York City, is often confused with "Hoppy," there are no family ties. And if you want to be right about batteries, see your nearby Auto-Lite Battery Dealer because "You're ALWAYS RIGHT WITH AUTO-LITE."

See "HOPALONG CASSIDY"  
© 1952 (WILLIAM BOYD)  
Famous Screen, Radio and  
Television Star

Tune in "SUSPENSE!"... CBS Radio Mondays... CBS Television Tuesdays

**AUTO-LITE** sta-ful



Phone Western Union

... ask for "Operator 25" ... she'll give you the name of your nearby Auto-Lite Battery Dealer. There is no charge for this service.





Quick-drying  
Nylons  
at a look-again  
\$2.00



A. Black, brown, white, navy, beige or grey.  
B. Red/black trim, beige/balenciaga, black/grey, gold/maple, black/black or white/white.  
Both double-woven nylon.  
MERRILL-CLARK-MEINIG, INC.  
437 FIFTH AVENUE, NEW YORK 15, N. Y.

# Kidnaped Baby CONTINUED



"YOU LOOK LIKE MARY," SAID MRS. MORONEY AS TWO MET IN CHICAGO

## BUT QUESTIONS STILL REMAIN



REBUTTAL, says Mrs. Beck, is 1928 shot of self and Mary.

It might have been a perfect happy ending but for three jarring notes which last week left the case of Mary Moroney unproved and seemingly unprovable. Dr. E. W. Merrithew, an aging physician, declared he had delivered Mary Beck to a mother whose name he refused to divulge, in Martinez, Calif., Nov. 17, 1927. As an infant, say Chicago police records, Mary Moroney underwent operation for a ruptured navel, but Mary McClelland has no scar. And finally Mrs. Beck produced a baby picture of her own (inset) as proof that she had taken Mary into her home in 1928, two years before the Moroney kidnaping.

The case for identifying both Marys as one took its strongest support from Dr. Kraus (page 68), who, after studying the teeth of the known Moroneys, picked Mary's among the dental casts of 34 anonymous women and named her "definitely" as one of the family. Blood tests showed that Mary could be a Moroney, while skull type and palm and fingerprint patterns showed Moroney "family" similarities. But for the Moroney family no proof was more heartwarming than the ease with which Mary and her "mother" fell into each other's arms as they met. "Somehow, it feels right," said Mary.

# GET RID OF 3 o'clock COBWEBS



## Be Alert in MINUTES

Keep NoDoz Awakeners handy for those times you feel drowsy... "below par." NoDoz Awakeners give you a lift without a letdown. Quickly help you become your normal, alert self again! At your druggist.

USED AND APPROVED BY MILLIONS SINCE 1935

ON THE HIGHWAY  
ON THE JOB  
AFTER HOURS

**NODOZ**  
AWAKENERS

HARMLESS AS COFFEE

Whenever you write to **LIFE** about your subscription

be sure to include your postal zone number in your address. By doing so you will save the Post Office the trouble and expense of looking it up—and your copies of **LIFE** will reach you faster.



Cooking for a man?

What a dash can do for Hash!

**A-1**  
SAUCE

the dash that makes the dish

Ask for A-1, when dining out, too.



**NAUSEA**

due to travel motion, relieved with the aid of

Helps to quiet the nervous system

THE WORLD OVER



DRUGGISTS





#### BRIGHT HOTEL

**ENHANCER.** Bright new note in clock-styling. Numeral band accented by gold-color rings on grey basket-weave texture background. Stands brilliantly in any setting living room, bedroom or den. Wide, wide angle vision crystal for easy reading. Dependable alarm.

**8<sup>95\*</sup>**

## New clock-styling

for every room with

*Telechron*<sup>®</sup> electric clocks

\* PRICES PLUS TAX. PH. CES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE. TELECHRON IS A TRADEMARK FOR PRODUCTS OF TELECHRON DEPARTMENT, GENERAL ELECTRIC COMPANY, ASHLAND, MASS.



#### KITCHEN COLOR-STYLER

**ADVISOR.** Choose white case, red dial, or case with pastel shade of dial colors: yellow, blue, mint green. Just one of 26 original Telechron electric clock models. All with written warranty.

**5<sup>95\*</sup>**



#### LUXURY LOOK

**TELEGRAIN.** New model suitable for any setting. Mahogany color and quartered-wood effect add richness and warmth to the beauty of your room. With

**7<sup>95\*</sup>**



#### LOW COST AND LOVELY

**LULLABY.** Low cost, little and lovely. Harmonizes with any bedroom. Silent, needs no winding, oring, or regulating. Alarm. (Non-luminous \$4.95\*.) With

**5<sup>95\*</sup>**



# HOTTEST

## MILEAGE STORY YET!

*Features U.S.A.'s  
Largest Seller*

**In the 1952 Mobilgas Economy Run!**

• It was 60% longer—much tougher than any previous Run, but 25 cars averaged an amazing 22 miles per gallon all the way from Los Angeles to San Valley, 11,5 rugged miles!

What a lesson in economy for all U. S. motorists! Just do what those Economy Run drivers did, for all the gas mileage *your* car can deliver—keep your car in tip-top condition—drive sensibly, safely—insist on Mobilgas or Mobilgas Special from the world's foremost catalytic refining program!



# Mobilgas

SOCONY-VACUUM

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

# Get All the Gas Mileage Your Car Can Deliver

*At Your Mobilgas Dealer's!*





DEAF PUPIL JEAN STROUPE, 8, SAYS "SHOE" INTO MICROPHONE AND WATCHES THE COLORED LIGHTS WHICH TELL HER SHE IS PRONOUNCING IT CORRECTLY

## SPEECH IN COLOR

New machine helps deaf children to speak words they cannot hear

Teaching a deaf child to pronounce accurately the words he can never hear is a tedious, heart-breaking task since the child has no way of telling when he makes a mistake. In order to ease this process, Tennessee School for the Deaf at Knoxville is using a new machine called the Chromalizer which analyzes the components of sound in a spoken word and converts them into a pattern of colored lights. First the teacher

sounds a word into the Chromalizer's saucer-shaped microphone so the child sees the correct pattern. Then the child tries it until the lights are right and he knows how to say one more word. So sensitive to inflection and pitch is the machine that after schools for the deaf are supplied it may be put to use by language students, elocution classes and even by slightly tone-deaf people who want to be singers.



"NO"

Correct pattern of colors flashes on the face of the Chromalizer when word "no" is spoken properly.



"NAW"

A different pattern of the lights blinks on when the vowel sound in "no" is changed from "oh" to "aw."



"NAAH"

Still a third arrangement of the lights results when pronunciation of the vowel is subtly altered again.



# What made Milwaukee change its mind?

*Other times,  
other tastes...*



No doubt about it...  
modern times and modern taste  
have changed Milwaukee's  
mind about beer.

Gone are the days when  
America's beer capital could not agree  
on which beer was the finest.  
Now, year after year, Blatz is the  
largest-selling beer in Milwaukee  
...by far the favorite  
where nearly three-quarters  
of the country's wonderful premium  
beers are brewed!

So wherever you are in this land of  
ours, lift a glass of Blatz tonight.  
When you do, you'll join the growing  
millions of Americans  
who sing: "I'm from Milwaukee

*and I ought to know,  
it's Blatz, Blatz, Blatz,  
wherever you go."*



*Milwaukee's finest beer!*



*Today, it's Blatz!*







## An Artistic Smith at Work



*the long  
and the short of it*



BEAUTIFUL ALBA NYLONS  
NOW IN

**10 fitted lengths!**

For extra flattery and longer wear,  
Alba's Multi-Twist nylons now come in  
10 fitted lengths, 28" to 37"—and one of  
them is exactly right for you!

Someone is looking at your legs

**ALBA**  
NYLON STOCKINGS

ALBA STOCKINGS, A PRODUCT OF PILOT FULL FASHION MILLS, VALDESE, N. C.



The British Coronation Crown

**Deliberately designed  
to outperform the field**

When a world leader in electronics decides to top the field in television you can expect amazing results. That is precisely what the brilliant new Bendix® "21" brings you—pictorial perfection new to the world... clear, crisp and undistorted from edge to edge... unbelievably free of flicker and distortion even in fringe areas. And cabinets match this superlative quality with fine furniture design and finish. There are many more expensive sets than these, but none that pack such viewing pleasure. Look up your nearest dealer in the yellow pages and prove for yourself that Bendix builds Television's Crowning Achievement.

Guaranteed to add distinction to any home, this 21" lined-oak console features the exclusive Power Master chassis with such advancements as Clar-o-matic circuits, Electrostatic Focusing, and provision for UHF.

TELEVISION'S  
*Crowning  
Achievement*



Guaranteed by  
Good Housekeeping

BRILLIANT  
**Bendix TV**



The name millions trust  
\*REG. U.S. PAT. OFF.

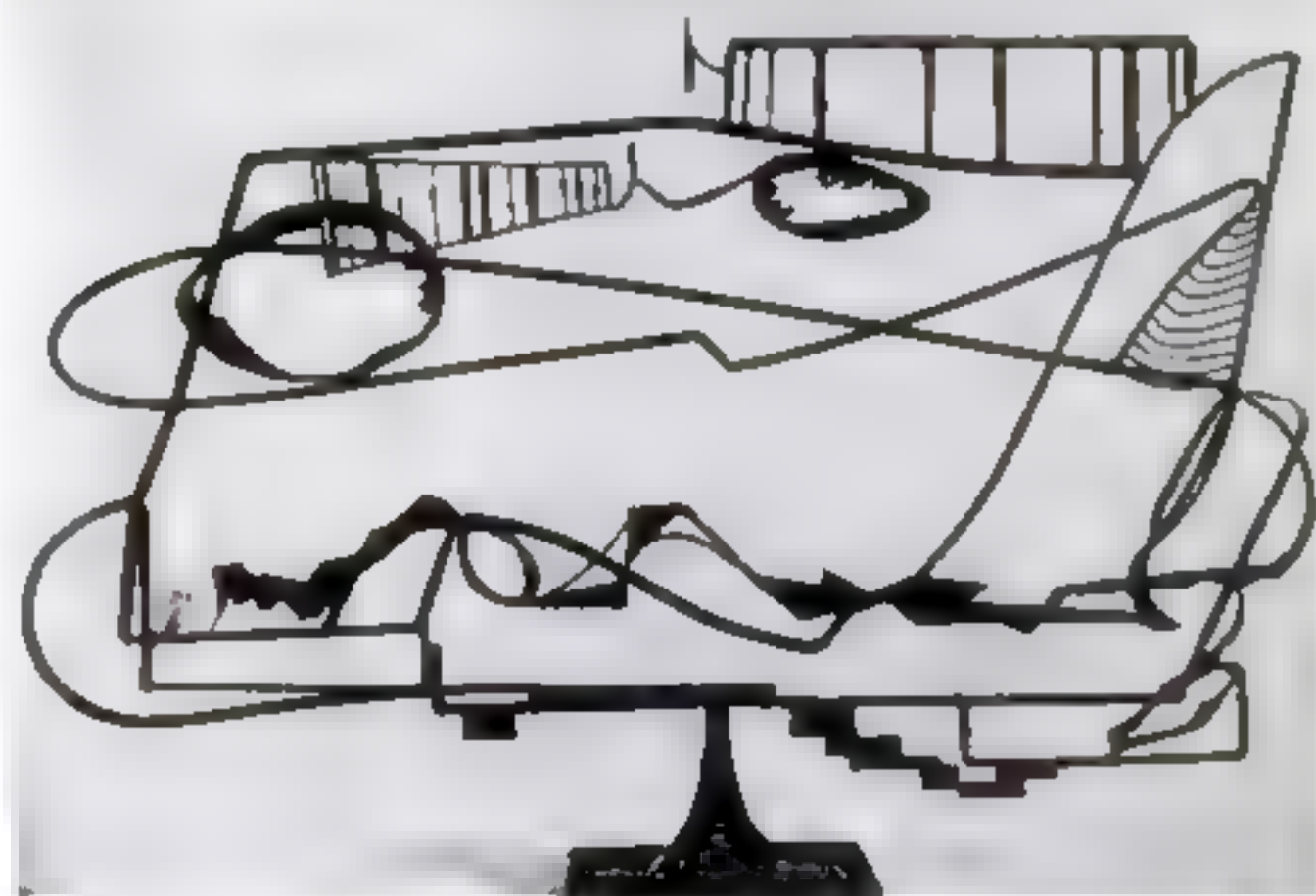
SMITH CONTINUED



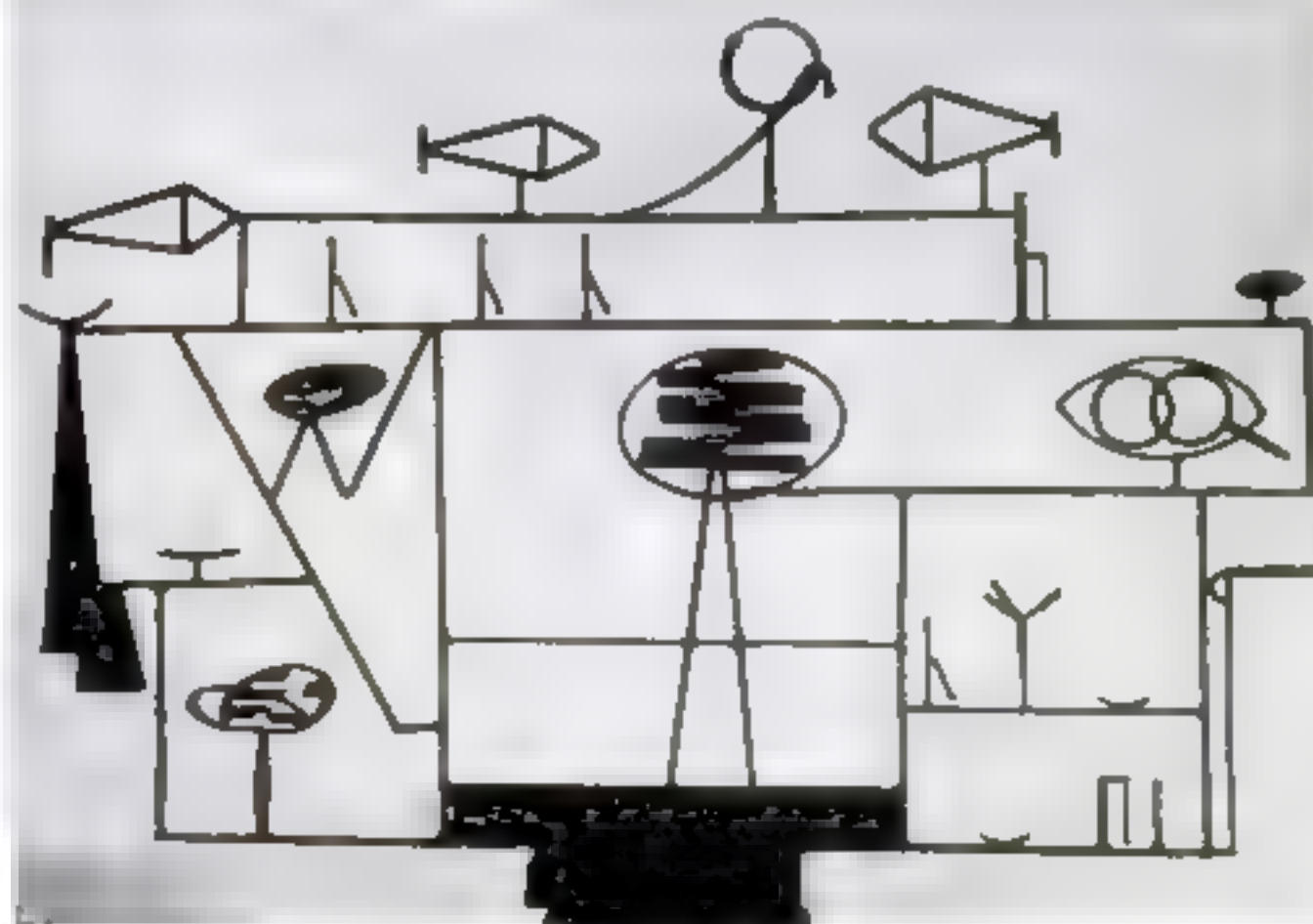
WITH MASK LIFTED, SMITH LOOKS LIKE THIS

## HIS FIRST NAME IS DAVID

Although the spark-strewn scene on the previous page might have been photographed in an iron foundry, it actually took place in the studio of a sculptor named David Smith. Smith began his art training in the Studebaker plant in South Bend, Ind. Since then he has been welding and riveting his way into galleries and museums all over the country, creating abstract, often whimsical structures out of nuts, bolts, steel and other metals. Though his sculpture has earned him tremendous prestige, it has brought only a meager income. To pay for the expensive metal that engulfs his studio, Smith hires out from time to time as a professional welder in a machine shop or fills in as the village smith for his farmer neighbors in upstate New York.



HUDSON RIVER LANDSCAPE, evolved from sketches made on train between Albany and Poughkeepsie, suggests hills, tracks, wires of countryside.



BANQUET neatly arranged with abstract steel platters and glassware is also adorned with Greeklake letters to symbolize meaningless after-dinner speeches.

CONTINUED ON PAGE 78



Can't sleep? Dead tired at 8:00 A.M.? Then read these

# New Facts About Sleep

—and how to improve the quality of the sleep you get!

**M**ILLIONS OF PEOPLE—one out of every two Americans—have trouble sleeping. If that's your problem—if you have trouble getting to sleep or you toss and turn and can't get sound, refreshing rest—here's news of real importance to you. News that promises more refreshing sleep tonight and a brighter, more energetic day tomorrow.

Recent medical studies indicate that a vital substance in your bloodstream may have a lot to do with how well you sleep. This substance is known medically as *blood sugar*. It is an important source of nourishment for the brain.

At bedtime, and especially during the long nighttime hours without food, your supply of *blood sugar* may become seriously lowered. Thus, your brain and nervous system are so affected that you may feel too nervous and tired to go to sleep . . . too restless to sleep well. You are literally "starved" for *blood sugar*—your body's vital "sleep food."

## *How you can help your body get the "sleep food" it needs at bedtime!*

Neither drugs nor sleeping pills can supply necessary "sleep food." And sweet, sugary foods and drinks provide only a quick jet of sugar into the blood that is too quickly burned up. But here is a way—a *delicious, drugless* way—to help your body get the "sleep food" it needs.

This sleep-aid is a POSTUM "NIGHTCAP"—a delicious drink made with Instant Postum and hot milk, taken shortly before retiring.

Your Postum "Nightcap" is good-tasting and safe—contains no drugs to harm you. Moreover, your Postum milk drink gives you easily



digested nourishment that is *slowly* converted into blood sugar. Thus, it helps assure the *slow, steady flow* of vital "sleep-food" to your brain that fosters a calmer nervous system. That's why a Postum "Nightcap" helps you get *sound, refreshing* sleep—the kind that leaves you greatly rested, looking and feeling like new!

## *So safe, so easy—why not try it?*

If you want to stop worrying and start sleeping, get yourself a jar of Instant Postum. Every

night before you retire, fix yourself a Postum "Nightcap." It's easy and quick—just add a rounded teaspoon of Instant Postum to a cup of hot milk, and stir. Do this for just 10 days—then take stock! See if you don't find that you've been sleeping better—that you're feeling fresher, more energetic—that you're looking like a new person! Get some Instant Postum now—and start the 10-day test tonight!

## *Are Postum "Nightcaps" really effective?*

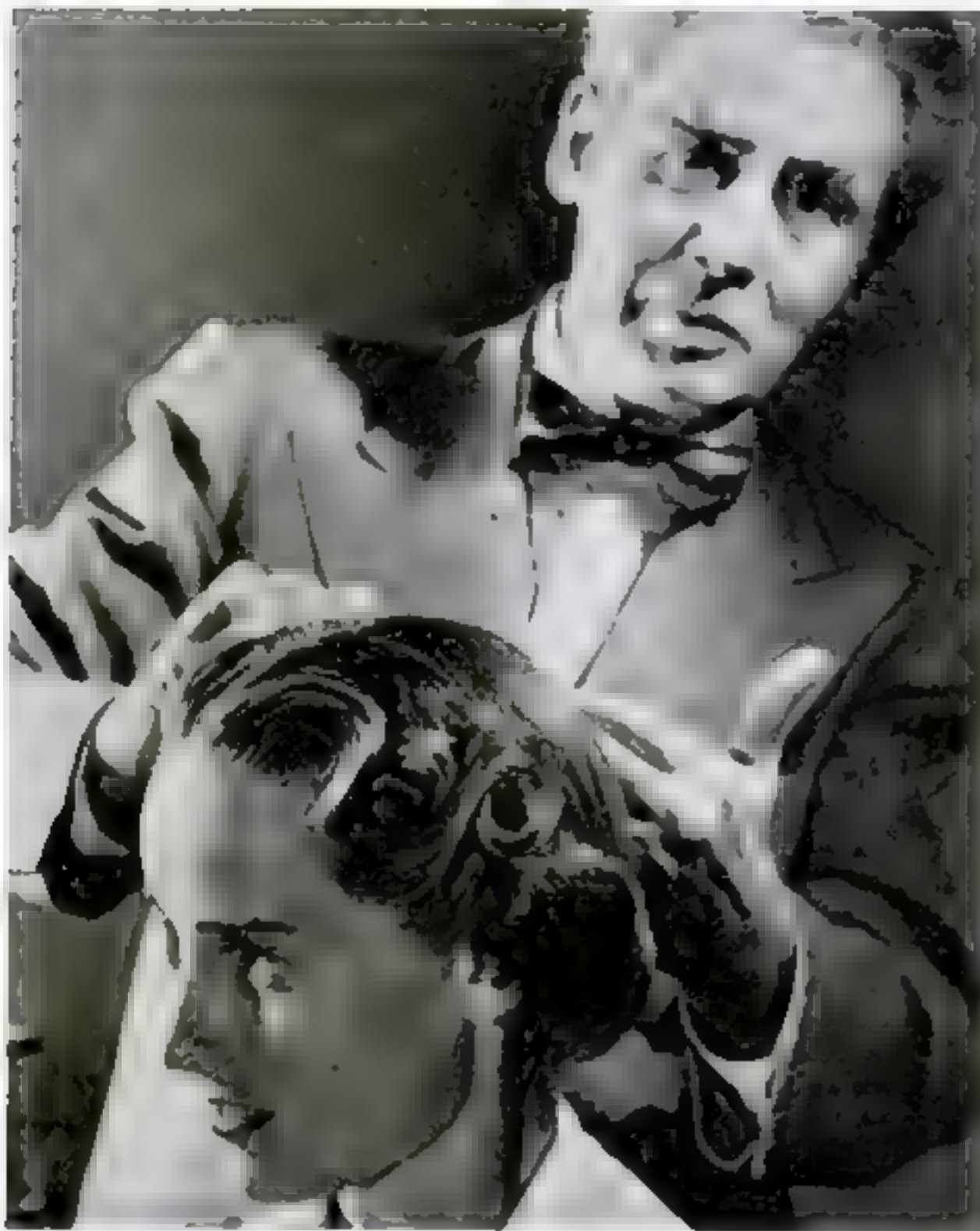
Doctors have always known that a warm milk drink is an effective aid to sleep. And the recent blood sugar studies offer additional reason why this is true. In fact, as your own doctor can tell you, the Postum "Nightcap" is ideal in every way—it is not only a warm, soothing drink that helps your body relax—but it *tastes good* . . . and, of course, Postum contains no caffeine, no drugs of any kind. See if your doctor doesn't recommend the Postum "Nightcap" for you!

## The "SLEEP-FOOD" Nightcap for sleepless Millions!

*Postum is an ideal mealtime beverage, too.  
For it contains no caffeine—no drugs of  
any kind—no chance for "coffee nerves."*



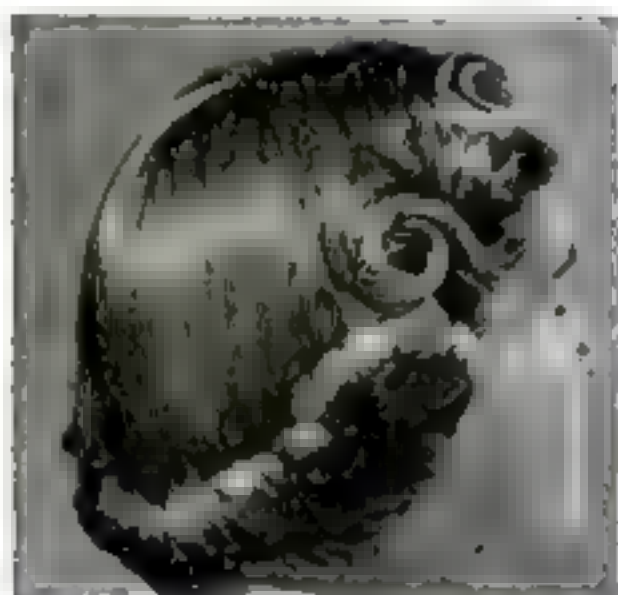




AT SOCIETY HAPPENINGS, eyes follow Mrs. Charles A. Munn Jr.'s sleek brown hair. Here, Michael's adept fingers have shaped it after speedy cleansing with tenderest Conti shampoo.

## MICHAEL OF THE WALDORF

stylist for Society's loveliest hair advises:



*"Breath-taking Hair-do's begin with 'babying' hair with shampoo rich in world's tenderest cleansing ingredient, basis of Conti shampoo."*

**HAIR IS OUTGROWTH OF SKIN.** Treat it tenderly as you treat the skin of your face—of new-born baby. Basic ingredient of Conti shampoo is same as used in famed Conti olive oil Castile soap esteemed for baby skin care. Same as used in beloved Conti Baby Oil, Conti Baby Powder. Brilliantly compounded for the special needs of hair, Conti "babying" shampoo gets in and out of hair quickly, washes out completely. Leaves hair just right for obedient hair-do's. Pure. Safe. Conti cannot cause drying of hair or scalp.



← **IMPORTED.** From renowned olive presses of sunny Mediterranean shores comes the pure olive oil used in Conti shampoo. A natural oil for your hair's natural loveliness.

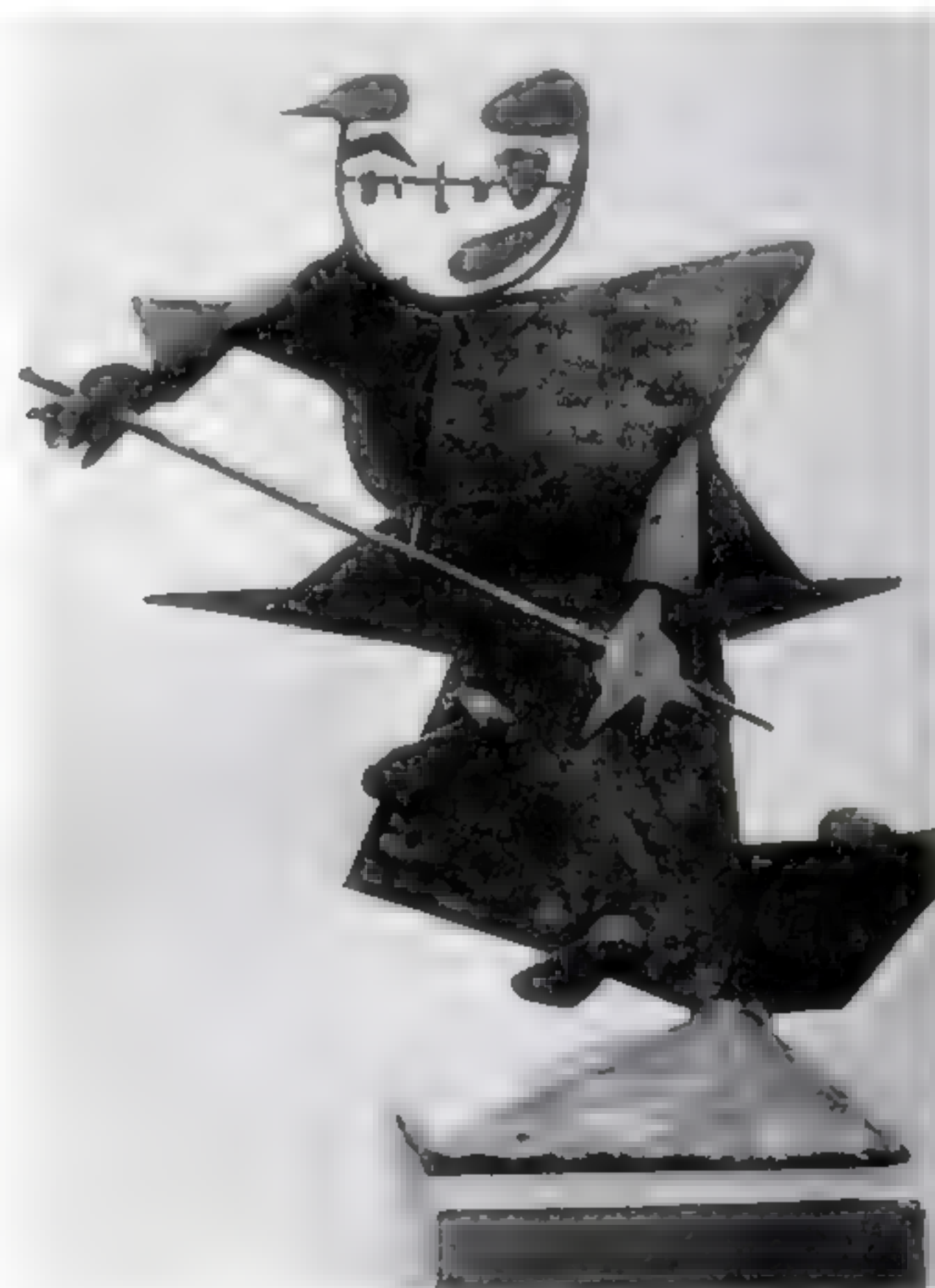
**QUICK. EASY ON HAIR.** Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Speedy. Tender. Good to hair. Wash hair as often as you feel like it with "babying" Conti shampoo. Economical. Only 49 cents, regular size. 89 cents family size. Compare it with others.



FAST SMALL-BUBBLE LATHER TELLS YOU CONTI IS SAFE



**FOUR SOLDIERS**, in striding, staggering and stumbling attitudes, were pieced together out of turnbuckles and screws Smith salvaged from junk pile.



**BILLIARD PLAYER** has body which merges with billiard table because, says Smith, he has to "lean, lie on and become part of the table" when playing.



*We don't saddle you with medical claims.*

*We ride on this thought —*

**For a TREAT instead of a TREATMENT...smoke**

**Old Gold**



When others try to rope you in with cigarette cure-alls, just remember this: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the United States Government.



# Make Your Home Really Modern!

**CHECK THIS LIST** For The Appliances You Need For Modern, Carefree Living!

# Hotpoint



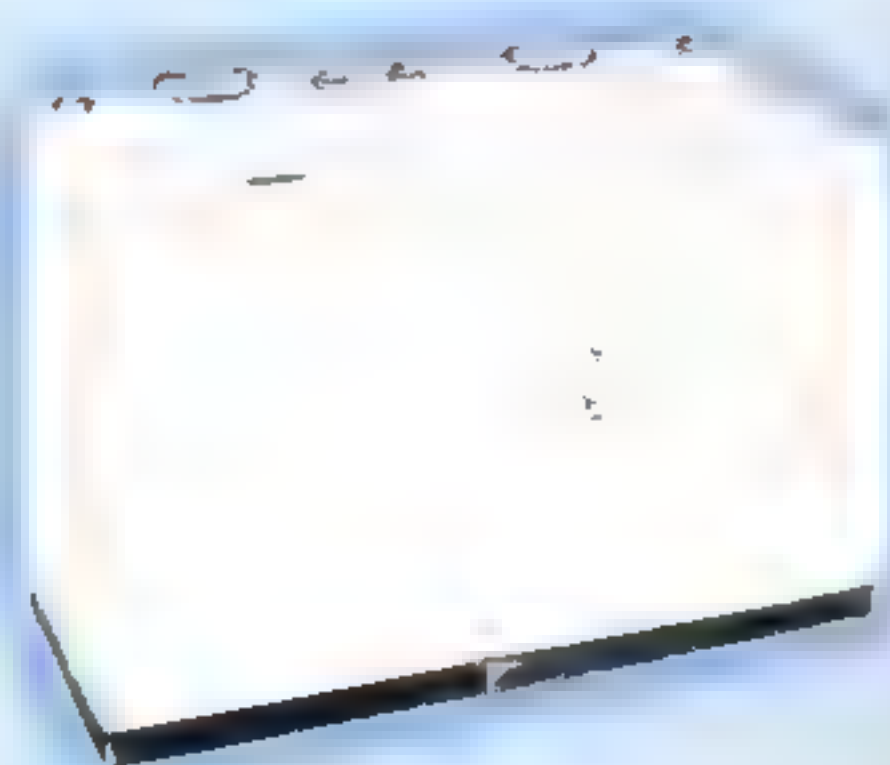
✓ ● **Hotpoint Electric Ranges**—Give you the world's greatest cooking combination . . . faster, easier push-button controls *plus* sensational Calrod® *Instant Heat!* Cook complete meals automatically. Finest ranges money can buy!



✓ ● **Hotpoint "Super-Stor"**—A genuine zero-cold food freezer and giant no-defrost refrigerator combined! *Out front with everything* . . . 72% of all storage space in finger-up reach! Also choice of many other refrigerator styles and sizes.



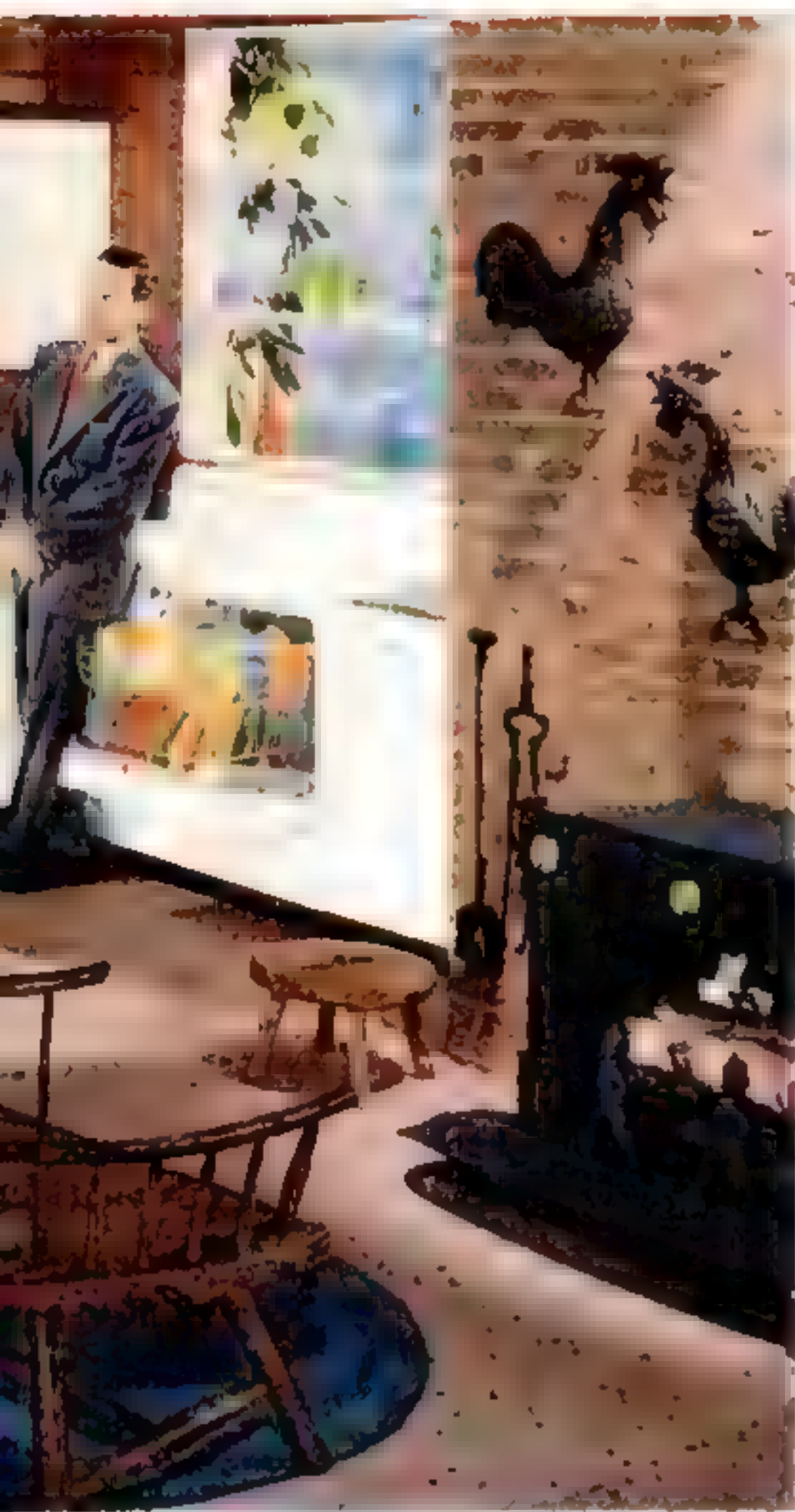
✓ ● **Hotpoint Food Freezers**—A "store in your home". . . Cuts food costs and shopping trips, frees you from tedious canning! Pays for itself in savings alone! Choice of 8, 11, 15 and 23-cu. ft. sizes.



✓ ● **Hotpoint Automatic Washer and Dryer**—Gets clothes cleaner—yet takes you only 1/2 usual time and cuts your work 90%! **World's first dryer** with sealed drying chamber . . . needs no venting . . . lint, moisture, heat can't escape into room!



# Hot Electric Appliances



**World's Most Modern! . . . Designed For Extra Work-Saving Convenience! . . . By All Comparisons Today's Greatest Values!**

**M**ODERN HOTPOINT appliances are the best home-improvement investment you can make. For every Hotpoint work-saver you add to your home makes it more *modern*—increases its actual cash value—and gives you more leisure time to spend with your family!

● ● By far America's fastest-growing appliance favorites, Hotpoint leads all others in advanced time- and work-saving convenience features, smart styling and long-lasting quality!

● ● Equally important, all of the many famous Hotpoint products you see on these pages are priced to bring you extra value for every dollar—and are available on convenient monthly terms, if you desire.

● ● So—whether you're building a brand-new house, modernizing your present kitchen or laundry, or need but a single new appliance—see your nearest Hotpoint dealer\* for today's best buys! Hotpoint Co. (A Division of General Electric Company), 5600 W. Taylor St., Chicago 44.



\*Consult classified phone listings for dealers' names.



✓ ● **Hotpoint Cabinets**—Scientifically designed for greatest kitchen and laundry efficiency. Save time, work, steps. Matched—in deluxe white baked enamel. Counter tops in choice of styles, colors.

✓ ● **Hotpoint Automatic Water Heaters**—Completely automatic. Exclusive Magic Circle Heat®! Proved safe, thrifty, dependable in over 1,000,000 homes. Both upright (shown) and table-top models.



✓ ● **Hotpoint Dishwasher**—Double washes, double rinses and dries dishes automatically—for less than 10¢ a day more than doing them by hand!

✓ ● **Hotpoint Disposall**—Frees you forever from handling messy garbage! Safe, clean, sanitary, automatic. Easily installed in almost any sink.



Everybody's Pointing To

## Hotpoint

Quality Appliances

**Look To Hotpoint For The Finest—FIRST!**

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

**STOP, LOOK AND LISTEN TO**  
**"The Adventures of Ozzie and Harriet"**

Every Friday night starting October 3 on the ABC television and radio networks. Consult your local paper for times and stations.

✓ ● **Hotpoint Rotary Ironers**—Iron faster, more easily, while seated! Big 26-inch, open-end roll. Iron on either end! Deluxe covered cabinet. Also portable model.







...this diamond

was known throughout Germany during the Confederation of The Rhine...on early 19th century piquet cards.



This diamond is known

the world over today. It's the label for the gin that's dry, naturally dry...clear, crystal clear...

the right proof, 90 proof, for perfect mixing, perfect taste.



The world agrees on "GILBEY'S PLEASE"

THE INTERNATIONAL GIN -

distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.

GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W & A. GILBEY, LTD., CINCINNATI, OHIO.





BEFORE A WALL CLUTTERED WITH DRAWINGS OF HERSELF AND HER FRIENDS, FLORA McFLIMSEY POSES FOR MARIANA IN A CENTURY-OLD WHITE NIGHTDRESS

## FLORA McFLIMSEY'S FRIEND

Writer-artist works on children's stories in a tiny doll house

Although her own dolls were put away years ago, the intent woman above spends much of her time in a doll-like atmosphere creating books which delight little girls and even interest parents who have to read them again and again. Marian Foster, using the pen name of Mariana, has had four books published about "Miss Flora McFlimsey," a wistful doll she describes as a cross between Queen Victoria and

Mae West. In the spirit of her books Miss Foster lives summers in an abandoned child's playhouse, containing in its one room—along with a full-sized cot and chair—a realistic Flora and countless doll-sized belongings which the author sketches and writes about (*next page*). Small guests like the arrangement, although one said critically, "Well, it's all right for you, but it hasn't enough rooms for a doll's house."

FLORA'S USUAL DRESS IS FLAMBOYANT BUT FADED VELVETEEN →





# Are my seams straight?



**YES!** if they're Kayser's with the Strait-on\* heel guaranteed not to twist!



60 gauge, high-twist nylons—glamorously sheer...gloriously long-wearing...with the **ONLY** heel "guaranteed not to twist"! Debs, Mids, Longs. At the nicest stores...\$1.65 to \$1.95

★Trade Mark

## KAYSER

Hosiery, Gloves, Lingerie, Girdles  
Infants' and Children's Underwear



**MODEL AND DRAWING** of Flora McFlimsey gaze at new outfits in mirrors. At left she wears checks. In sketch above, from Easter book, she admires fancy flowered hat.



**KEROSENE STOVE** (left) used by the author became a wood-burner (above) in story. Flora McFlimsey's tongue-rolling name comes from a popular 19th Century poem.



**ASSEMBLED GUESTS** grouped around a tea table on playhouse porch are like the party in the drawing (above) from just-published book, *Miss Flora McFlimsey's Birthday*.

CONTINUED ON PAGE 85





**1,000 SHEETS  
TO A ROLL**  
*...and So Soft for his Tender Skin*

**1,000 SHEETS—over ½ more  
than the 650 sheets you get  
from most other brands**

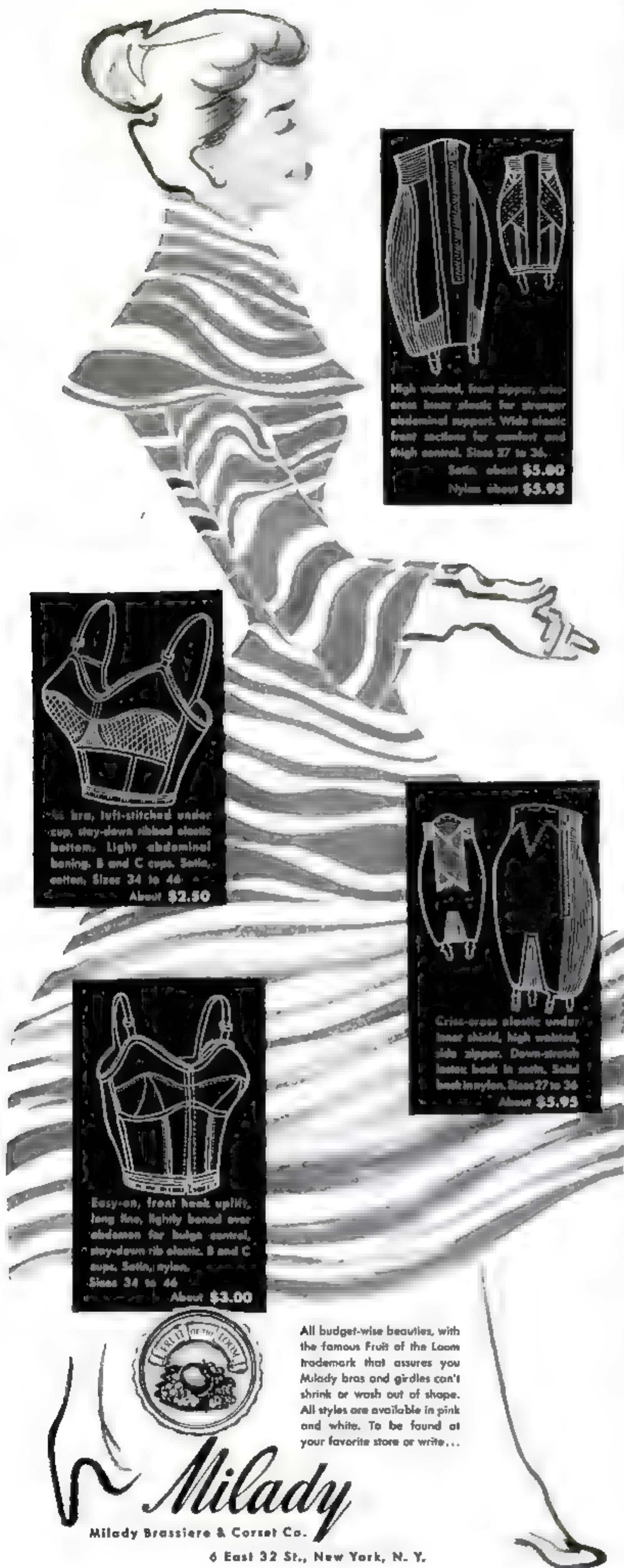
**For finest quality—for outstanding value—**Scott Tissue is your best buy! The big 1,000-sheet roll goes further, lasts longer—gives you ½ more tissues than the 650 sheets you get from most other brands. And Scott Tissue's 3 important "tender skin" qualities—softness, strength and absorbency—

make it the ideal bathroom tissue for baby, perfect for every member of the family too! Be sure to buy several rolls of Scott Tissue next time you're shopping. See if you don't agree that it's the world's finest quality tissue—and the world's best value.

"Scott Tissue," Reg. U. S. Pat. Off.


**3 Rolls of Scott Tissue  
equal 4½ Rolls of most other brands**








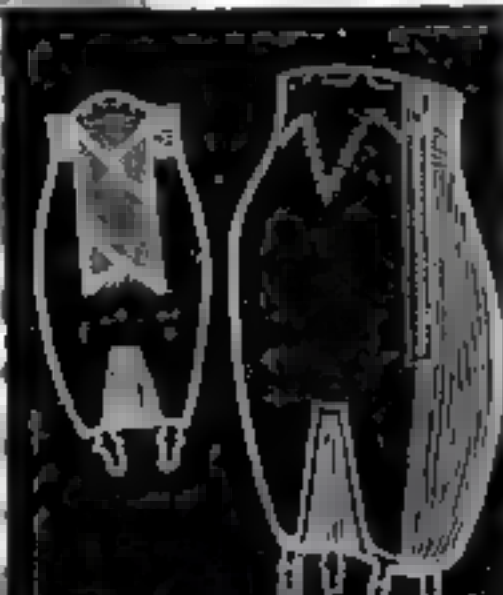
High waisted, front zipper, criss-cross elastic for stronger abdominal support. Wide elastic front sections for comfort and thigh control. Sizes 27 to 36.  
Satin about \$5.00  
Nylon about \$5.95




Stay-down bra, left-stitched under cup, stay-down ribbed elastic bottom. Light abdominal boning. B and C cups. Satin, cotton. Sizes 34 to 46.  
About \$2.50



Easy-on, front hook uplift, long line, lightly boned over abdomen for bulge control, stay-down rib elastic. B and C cups. Satin, nylon.  
Sizes 34 to 46  
About \$3.00



Criss-cross elastic undergarment, front zipper, high waisted, side zipper. Down-stretch lower back in satin. Solid back in nylon. Sizes 27 to 36.  
About \$5.95



All budget-wise beauties, with the famous Fruit of the Loom trademark that assures you Milady bras and girdles can't shrink or wash out of shape. All styles are available in pink and white. To be found at your favorite store or write...

**Milady**  
Milady Brassiere & Corset Co.  
6 East 32 St., New York, N. Y.

## Flora McFlimsey CONTINUED



**FULL-SIZED LANDLORD** on Long Island farm where playhouse stands fills doorway. Mariana's rent for this appropriate workroom is \$50 a summer.



**DOLL-SIZED TENANT** on author's knee is spruced up on lawn amid junks from stories. Red rocker at left appears throughout Flora McFlimsey series.



1852

  
**Budweiser**  
LAGER BEER

1952



**THE BEER  
OF YOUR LIFETIME, TOO**

The good old days? They're still here . . .  
wherever good friends, good times and deli-  
cious, golden Budweiser join in making the  
most of recreation. And today, the distinc-  
tive taste of Budweiser is pleasing more  
people than ever before.

Through the years, more people have enjoyed  
more Budweiser than any other beer in history.

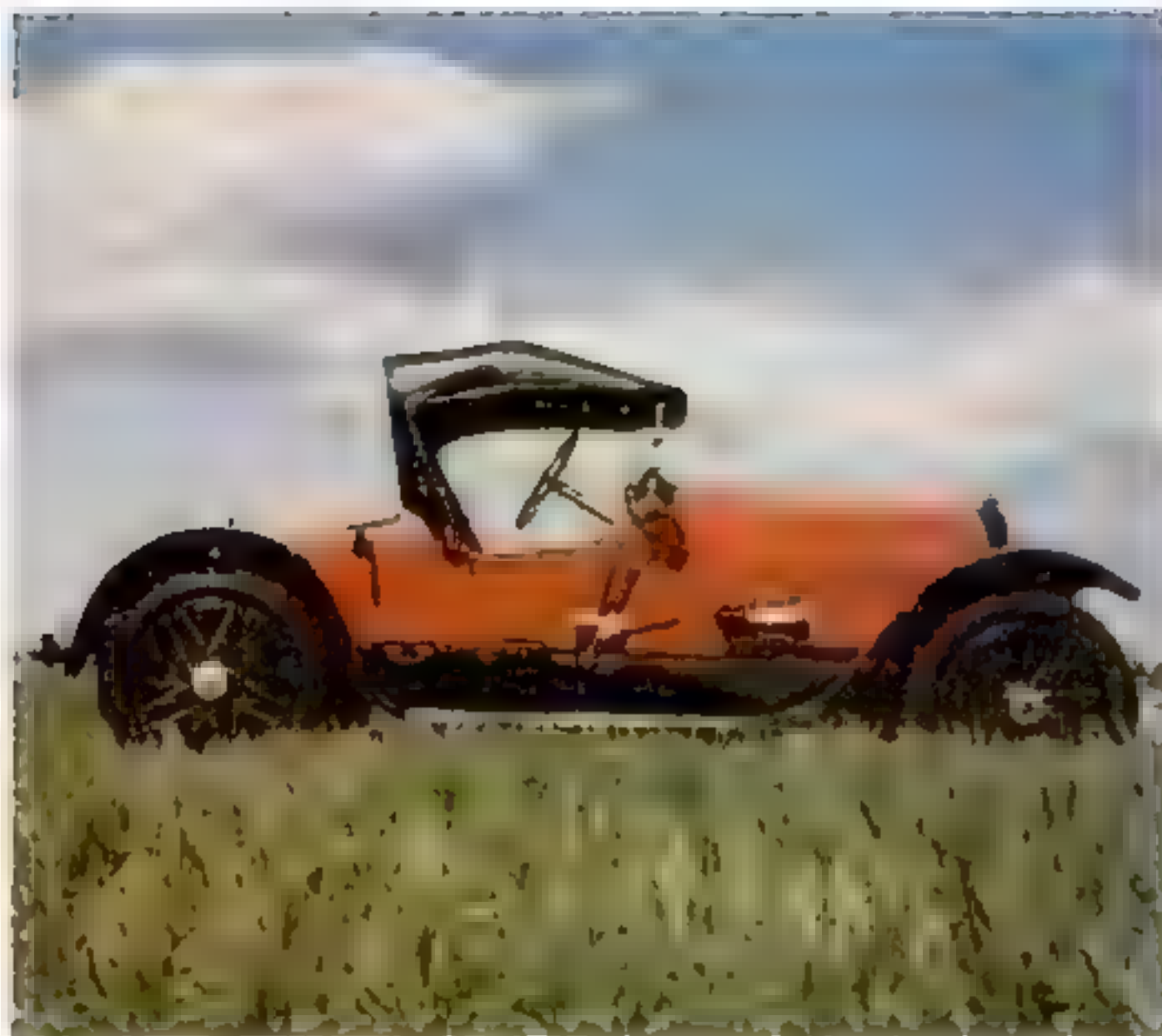


**ANHEUSER-BUSCH, INC.**  
ST. LOUIS, MO. NEWARK, N. J.



# Sports Cars

## INFLUX OF NEW FOREIGN MODELS REVIVES OLD U.S. MOTORING FAD



**RENOWNED STUTZ** Bearcat is most famous of all American sports cars. This 1919 model, owned by Long Island Automobile Museum, can still be driven.

Of all America's fixations, the racy, low-slung sports car is the one most U.S. families can't let go without. Although it is economical and maneuverable, the two-seater is cramped and unsuited to bad weather. Sports car mania was fairly common only a few Americans, and they are still a minority. When the economy grows down the road it provokes a resurgence in a pretty good way. In the roaring '20s cars like the Stutz Bearcat (*left*) or the Mercedes Roadster (*below*) were seen as a test as the new car and the old car. The car was the Depression, and the sports car almost disappeared. Since World War II the car has started up again, and in the last six years close to 25,000 flashy autos have been imported from four European nations. On these pages Link takes a nostalgic look at early American sports cars and presents some of the new foreign models that have revived the fad.





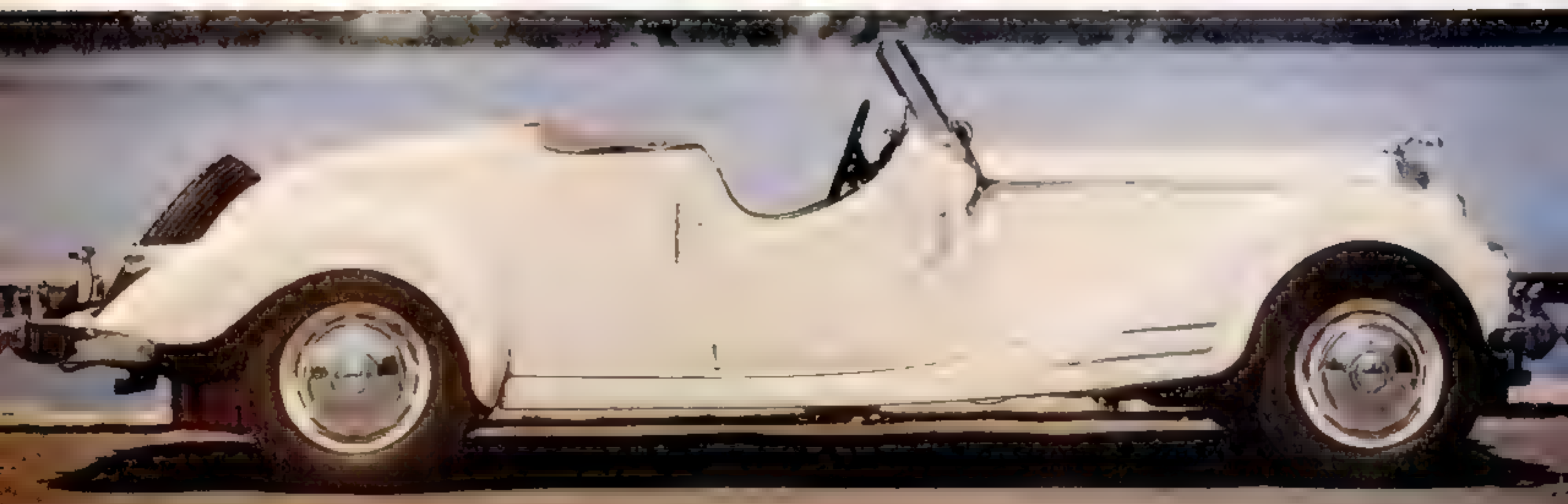
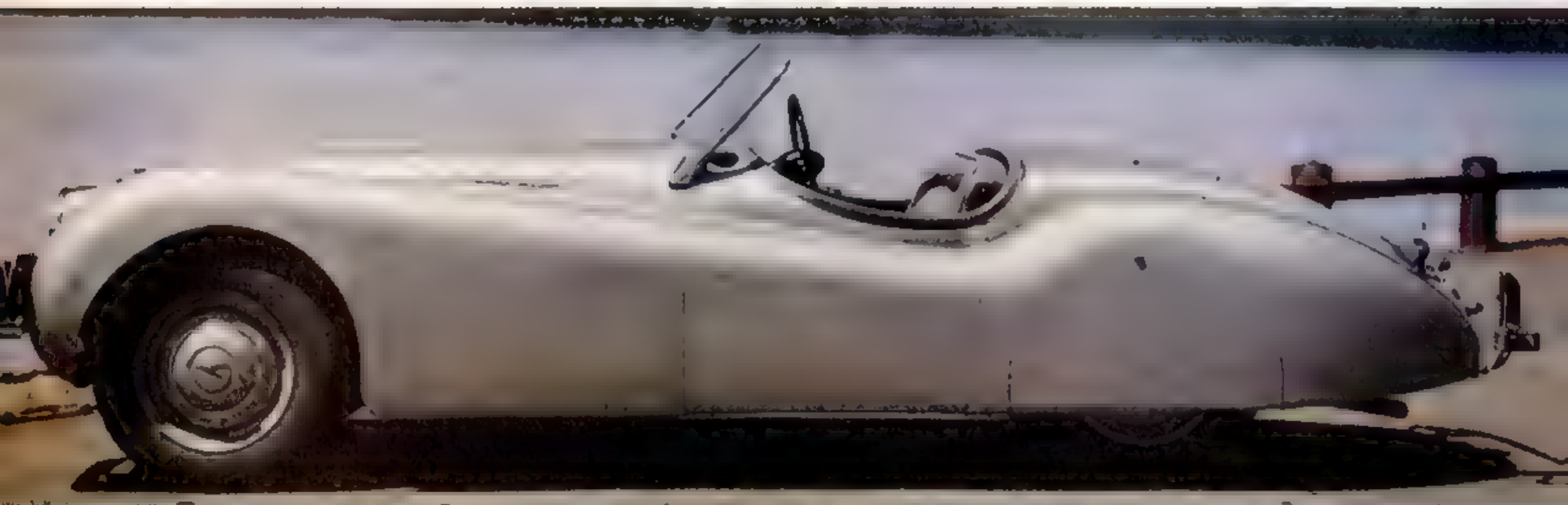


**RELIABLE MERCER** Raceabout, shown kicking up dust at a turn, is considered best U.S. sports car ever. This 1911 model is driven by Austin Clark Jr.

**AT RACING MEET** held at Pebble Beach, Calif., British Jaguars and MGs line up for inspection. Race attracted over 500 sports cars but only 82 competed

CONTINUED ON NEXT PAGE







← **NASH-HEALEY** is heterogeneous postwar sports car with English chassis, Italian body and American motor. Sleek and functional, it sells for \$5,400.

← **JAGUAR**, outstanding English mass-produced sports car, is an excellent all-round performer. Its XK 150 Jag. runs at 120 mph, now sells for \$10,99.

**ALFA-ROMEO**, which → is made in Italy, is designed for high speed and long-distance travel. Top rate, power 2.9 model can comfortably do 125 mph.

← **SEAT** is 1 that attempt to compete with the high-class cars. Small and boxy-like, this handmade model holds road well. Can go 93 mph. Cost is \$3,900.

← **RILEY** is made by a conservative English passenger-car firm. Wide and landing three people, it is not often used for racing. It is priced at \$3,540.







← **ARISTOCRATIC J2X**  
Allard, made in England,  
is sold without engine,  
ranges from \$3,100 to  
\$4,700. This car, powered  
by a trapped-up Cadillac  
engine, can be accelerated  
to a speed of 150 mph.

**POPULAR MG** is fun →  
imated the postwar sports  
car for U.S. Roadster  
and Touring, priced  
at \$2,100, its competitors  
by 1948. Since then, there are  
members of Eastern Motor  
MG Car Club of New York.







# "fresh up" with Seven-Up!

## THE ALL-FAMILY DRINK!

Here's autumn fun: a clear night, a harvest moon, and plenty of sparkling, crystal-clear 7-Up. For 7-Up is a favorite with *all* ages . . . so pure, so good, so wholesome that old folks, young folks, all folks can enjoy it often. You like it—it likes you!

Copyright 1952 by The Seven-Up Company



Buy it by the CASE or in the  
new and handy  
**7-UP FAMILY PACK** →  
of 24 bottles!

Easy-lift center handle! Space saving! Family supply!







BEADED SHAWL OUTFITS by Rodríguez, worn against Madrid dance poster, are newly fashionable style for old Spanish custom of cocktails at 9-10 p.m.

# Spanish Fashions Take a Bow

MADRID FOLLOWS TRADITION BUT TURNS UP SOME GOOD DESIGNS

Spain, which has been busily displaying her historic glories to American tourists all summer (LIFE, Aug. 18), last month showed off a contemporary side. In Madrid at the first show of its kind ever held in Spain, five of the country's top couturiers unveiled their new clothes collections for American fashion leaders. After

the big success of Italy's show last year (LIFE, Aug. 20, 1951), U.S. fashion editors made a point of attending, but actual buyers were sparse since most of their funds had been spent at earlier showings in Paris and Rome.

Although they saw nothing spectacular, the visitors were enthusiastic about traditional

Spanish regalia done in newly sophisticated styles (*above*). Balenciaga, the most famous Spanish name in fashion, could not show since he is bound by Paris contracts. But a great many felt that the designers he had left behind, notably Rodríguez and Pertegaz, might soon be making their own names known in the U.S.



## BELOW-PARIS PRICE TAGS WILL HELP SELL CLOTHES

Spain's main chance for success in the big time world of fashion lies in the lure of the low price tag. Labor costs and taxes have rocketed the price of Paris-made original—since the war so that they can rarely be imported for resale profitably in the U.S. In Spain, however, where labor and taxes are relatively low, expertly tailored original cost about one-third the going Paris price. By importing direct, a shop like L. Magan can sell a three-piece Spanish suit (p. 99) for \$400 instead of the \$1,400 which a comparable Paris import would cost.

Spain also made a bid in the low price brackets with a display of novelties. Biggest hit of this side show was a striking "swan's feather" dress and stole (*below*), priced low enough in Spain so that it could be sold in the U.S. for \$60 after it cleared customs. Spaniards would have trouble gearing to meet quantity demands, fulfilling short delivery dates and keeping their prices down. But their fashion debut was already paying off in publicity and might next year pay off in fillable orders.



← **HAND-LOOMED OUTFIT** of white wool threaded with silver and fringed to look like a swan's feathers was made by Hungarian-born Emmy Fisch. A U. S. firm, Swanson, Inc., ordered 2,000 for import.





**RUFFLED BUSTLE** gives an extreme silhouette to Rodriguez' jet-beaded sheath and shawl shown in corridor of Prado museum. It is being copied in a cocktail version by Seymour Jacobsen for \$100.



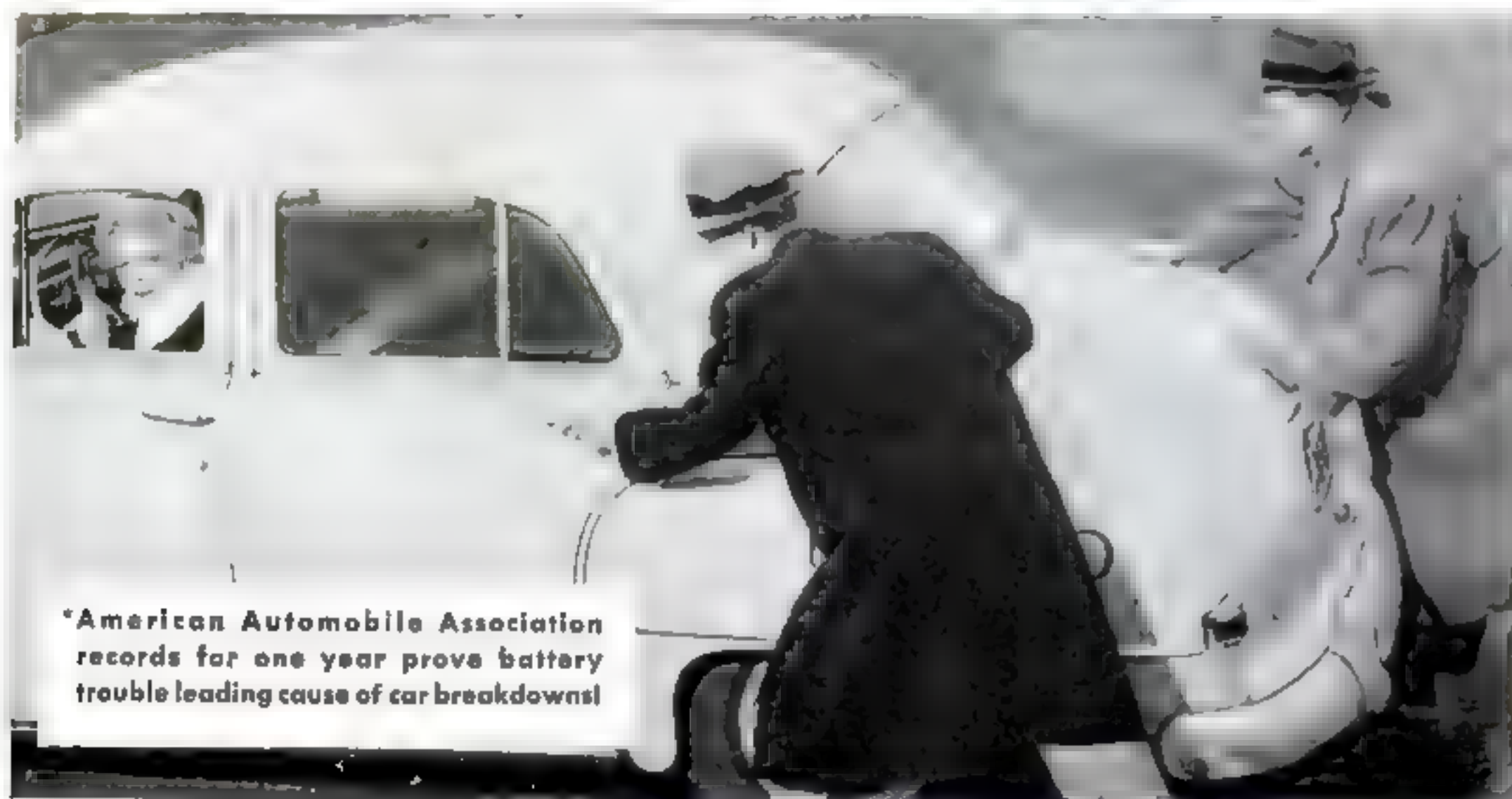
**BROCADE BOLERO** by Santa Eulalia worn with shiny black velvet sheath is free adaptation of a bullfighter's costume. The painting in background is a portrait of the present Duke of Alba.



**MATADOR'S JACKET** of linen, shown at a bullfight in Madrid's small Vista Alegre, is Bastida's faithful copy of the real thing. This style will be copied in wool by Russeks for \$140.



# AAA REPORTS OVER 10 MILLION CAR BREAKDOWNS CAUSED BY BATTERY TROUBLE IN ONE YEAR!



\*American Automobile Association records for one year prove battery trouble leading cause of car breakdowns!

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Buy a Willard**

**HEAVY DUTY**

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**VALUE** at any price!

✓ **up to 56% more starting power at zero**  
than required to meet the standards of the Society of  
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✓ **sells at popular prices**  
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**WILLARD PRICES \$16<sup>65</sup>**  
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less liberal allowance  
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• Now, using the new Willard Battery Charge and Condition Tester, your Willard Dealer can quickly show you the exact condition of each cell of your battery. Summer heat saps the strength of batteries. Maybe all your battery needs—right now—is a drink of pure water. If it lacks pep and power, a recharge might snap it right back to par—and save you the grief and expense of car-crippling battery failure. See your Willard Dealer tomorrow—then see him every month—for this Free...Fast...Accurate battery condition test which can save you a lot of trouble and money.

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**50 YEARS AND 100 MILLION BATTERIES HAVE PROVED WILLARD THE WORLD'S MOST DEPENDABLE BATTERY**

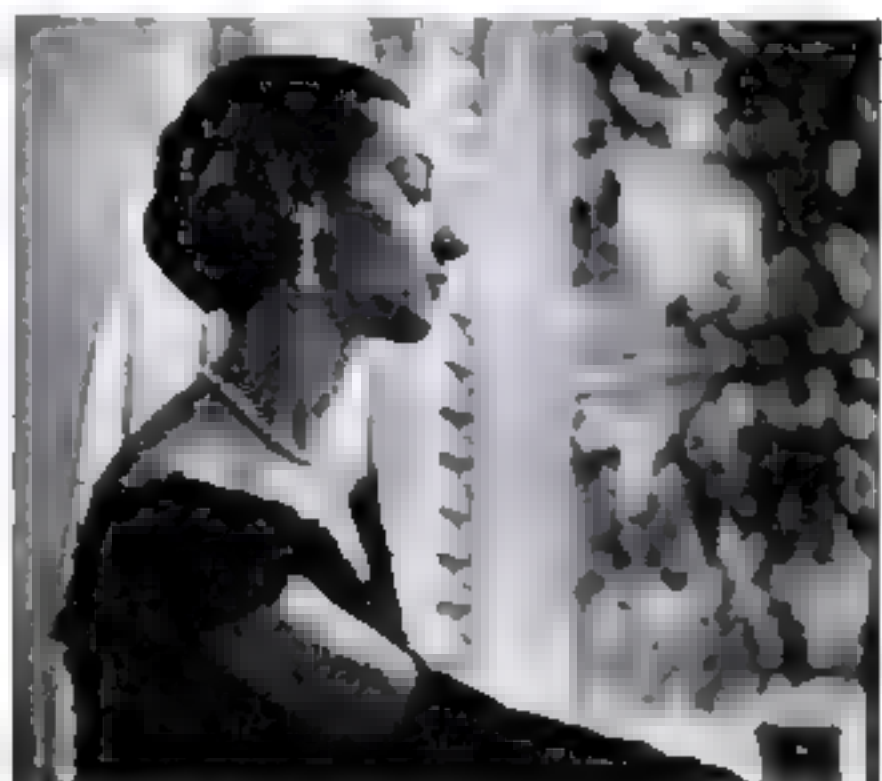




**PERKY HATS**, mostly black, showed French influence and were typical topping for Spanish clothes.



**FRINGED PONCHO** is worn over trim tailored suit in doorway of an old wine shop. The designer, Pertegaz, showed great skill in the use of tweeds.



**SMOOTH HAIRDOS** like this chignon with rose create meticulous look of stylish Spanish women.

# Breakfast with Serviset



... roses bloom on **SERVISSET**... beautiful and inexpensive aid to easier living... matched paper plates, Handi-Handle cups, napkins and table cover. Enjoy their beauty, use them—throw them away!

See also **PURITY**® Big Pak for handy everyday use, **SERVISSET** Space Savers for frozen foods, and **Bake-a-Pie** the disposable metal-rim paper baking plates.

**SERVISSET**  
by Sutherland



The new "miracle fabrics" are truly  
wonderful—but are they  
forcing you back to  
hand-washing?



Here's what "rough action" washing methods can do to your garments: This garment made of one of the popular "miracle fabrics", obviously took a beating. See how, after 21 washings, seams are pulled and frayed, making garment valueless.

# *Bendix Tumble-Action...only automatic* for Orlon, Dacron, Nylon, Dynel and



More and more garment tags warn you: *Wash with Care . . . Launder Gently . . . Avoid Rough Washing.* Otherwise you run risks with those lovely "Miracle Fabrics", made by modern

chemistry. But you needn't go back to the drudgery of hand-washing. Your washables will be treated as gently as if washed by hand—but automatically—if your choice is the patented Bendix Tumble-Action method.

Here's your proof: Garments made of various "Miracle

Fabrics" got merciless washing tests. Only Bendix Tumble-Action actually babied the tenderest seams, the smartest finishes . . . and delivered the goods perfectly clean.

Women know that the dirtiest cottons and linens launder perfectly and safely . . . protected by Bendix Tumble-Action. Now it is proved to be the one strictly automatic method for clean washing of your new "Miracle Fabrics" safely as by hand.

See your Bendix dealer today. You'll see the only kind of washer that ends even "special" hand washing for you.

BENDIX HOME APPLIANCES, Division Avco Manufacturing Corp., South Bend, Indiana





After 21 washings by hand. This garment is an exact duplicate of the one at the left, and it came through this careful, gentle hand sudsing in almost perfect condition. But this demanded special attention at the cost of much time and effort.



After 21 washings in the new Bendix Tumble-Action Automatic Washer. Compare this result with that of hand-washing on duplicate garment in photo No. 2. You'll find the difference in the great amount of personal time and work saved by the Bendix.

*method safe as hand washing*  
your other "Miracle Fabrics"



**Exclusive MAGIC HEATER**  
**that makes wash water HOTTER!**

The hotter the water the cleaner the wash. Only Bendix with the Magic Heater makes wash water hotter... keeps it hot, gets clothes cleaner, automatically and safely. Be sure the automatic washer you buy is truly a modern automatic washer.



**Ask** your Bendix Dealer how you can win a "Perfect Pair"—Bendix Tumble Action Washer and Automatic Dryer—in the great new "Rinso-Bendix Home Laundry Contest".





THREE-DAY-OLD CALF RUBS AGAINST COW WHICH BORE IT MONTHS AFTER IT WAS TRANSPLANTED FROM REAL MOTHER. BOTH ARE HOLSTEINS

## CALF WITH TWO MOTHERS

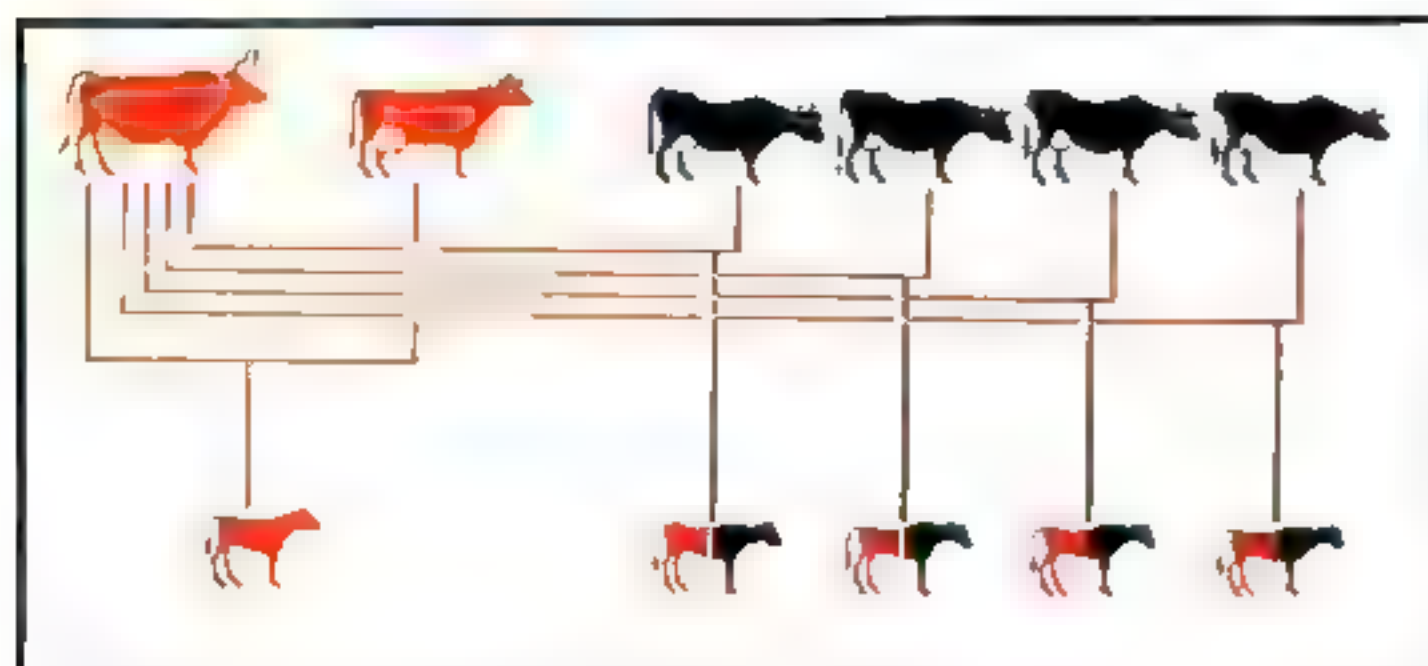
The spotted calf and the cow which gave birth to it (*above*) are, genetically speaking, no kin to each other. When the calf was only an embryo in its mother's uterus, it was removed by surgery and put into the uterus of an unbred cow. For the next nine months, the foster mother swelled in size and went through all the normal stages of pregnancy. But she was serving only as a sort of incubator for the developing embryo and could have no effect on its inherited attributes. When the calf was

born, blood tests confirmed the fact that it drew its genetic traits from its original parents.

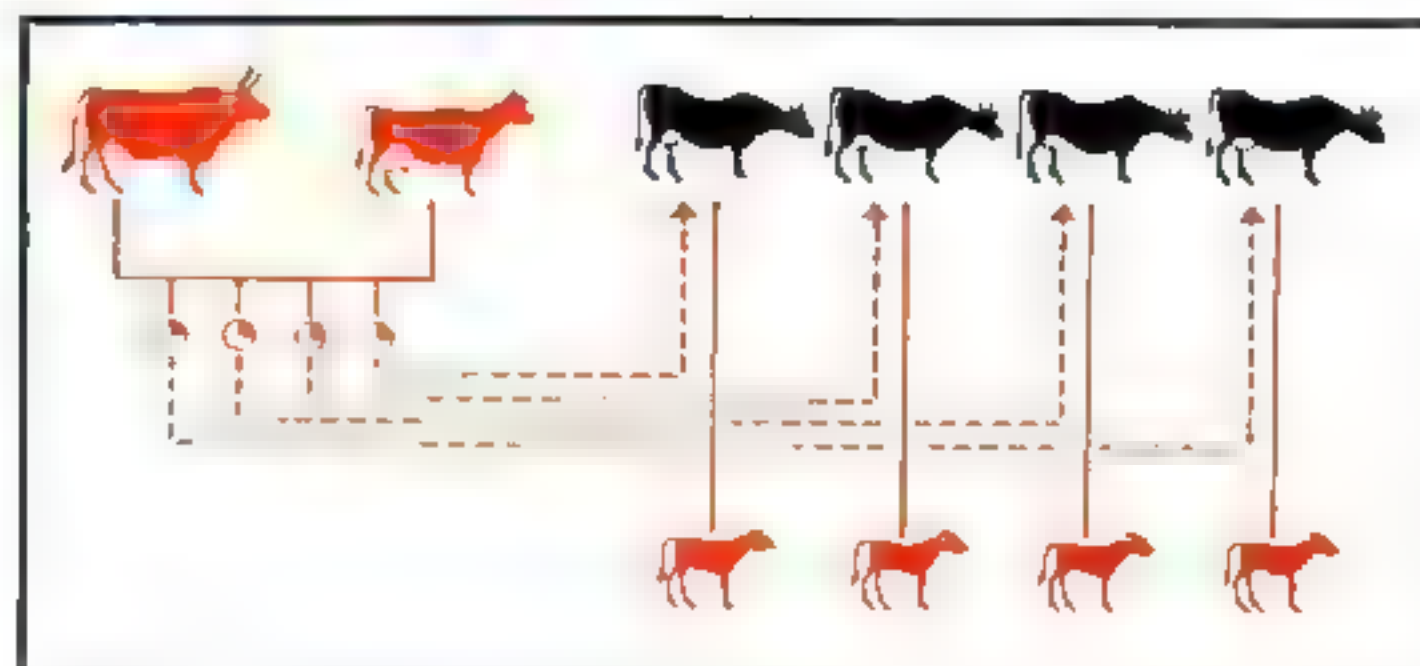
For years scientists both in this country and in Europe tried to transplant calf embryos. All failed. But the American Foundation for the Study of Genetics at Madison, Wis., which transplanted this one, has succeeded three times, proving that the method, though still unperfected, can be made to work.

The purpose is to speed up the process of improving beef and dairy herds. Standard

practices, including artificial insemination, use only outstanding bulls for breeding purposes and insure that calves born to average cows will be better than their mothers. By repeating this procedure through succeeding generations the grade will continue to improve. But some inferior traits will be passed along (*below, left*). Transplantation should make it possible to fertilize a champion cow several times a year (*right*), use scrub cows as incubators and thus produce many more top quality calves.



**NORMAL BREEDING** makes it possible to produce only one top quality calf (shown in red) per year for each top quality cow. A farmer with one good bull, one good cow, four scrub cows (shown in black) gets one good calf, four fair ones.



**TRANSPLANT BREEDING** with same cattle as at left gives one less calf per year, but all are top quality, so total value is greater. Farmer would breed only the best cow, transplant embryos to scrub cows, get four top quality calves.

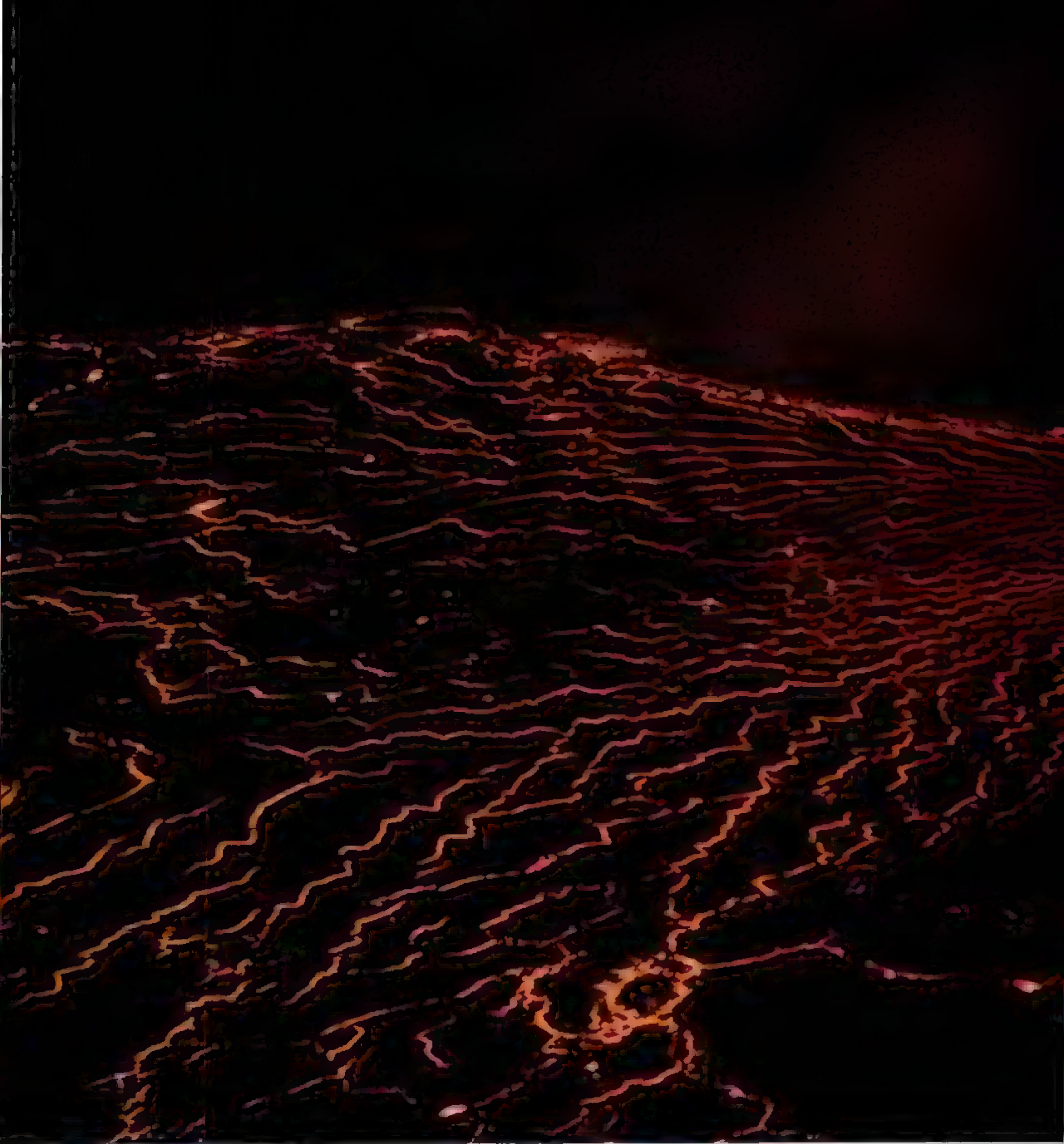




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# Fiery Fountain

Hawaii's newest and most magnificent piece of scenery is this fiery fountain of boiling rock which shoots 350 feet above the surface of the sunken lava lake in Halemaumau fire pit. The show began on June 27, the first activity, except for gentle steaming, in 18 years. Much of the time the lava, which stands 700 feet below the rim of the pit (*right*), churns about quietly as currents of lava carry the cooler black surface scum

to and fro. Finally the pressure of superheated rock and subterranean gases builds up to the explosion point. A great molten mass bursts through the congealed surface and soars skyward, spinning out glassy threads of ropelike, red-hot rock and sending up thick, orange-tinted clouds of sulphur fumes. Then tons of yellow-hot lava cascade back to the lake's black crust, producing a hundred lacy seams of liquid gold.





**ERUPTION BY NIGHT** throws up geyser of lava and opens seams in black lava lake. This includes right half of crater floor shown in picture below.



**ERUPTION BY DAY**, photographed from plane high above the fire pit and its sunken lava lake, sends fumes up past the crater's sharp circular rim.



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AFTER SEVEN HARD ROUNDS WITH SPARRING PARTNERS AT HIS CATSKILL TRAINING CAMP, MARCIANO IS DRIED OFF BY VETERAN TRAINER CHARLIE GOLDMAN

## ... AND NEW CHAMPION?

Heavyweight Rocky Marciano is a clean-living boy who hits like a hammer and doesn't bruise easy

by MARSHALL SMITH

As long as he keeps a sharp eye on taxicabs and does not get hit by a streetcar, it seems unlikely that anything or anybody will knock Rocky Marciano either down or out in 1952. Certainly no prizefighter now operating is equipped to do him serious bodily harm. The swarthy slugger from Brockton, Mass. has a nerveless jaw thus far immune to human blows; his own punch is so devastating that when it lands the impact is felt by the victim's family down to third and fourth cousins. Thanks to this combination of virtues, Rocky is in a fair way to become heavyweight champion of the world.

It may happen next week in Philadelphia. On Sept. 23 he fights old Jersey Joe Walcott, the champion, at Municipal Stadium where a great former champion, Jack Dempsey, was jarred loose from his title 26 years ago. If Rocky should lose, the city of Brockton

(pop. 62,860) will be left bankrupt and heartbroken—but how can he lose? In 40 professional fights he has never lost yet, and Rocky keeps saying, "I can lick anybody in the world."

In good fighting trim Rocky weighs 187 pounds—light for a heavyweight. He has sturdy legs and muscular arms, among the shortest in the history of heavyweight boxing. His trunks hang as though cut by a blind tailor. At 29, one year more than his admitted age, he is utterly without grace or finesse. He will get hit many times. But the ones he lands are more likely to be talked about on the way home.

Should Rocky fail in Philly there will be other times. And no one in the trade doubts that Marciano will come through eventually, because he is young and carries a cannon in each hand and is handled by men who are

very wise and very resourceful. When he does, he will be the first white heavyweight champion since Jim Braddock reigned, if that is the word for it, back in the 1930s. Rocky will be a good champion. In a profession that is not distinguished for its nobility or its ethics, he is a real live edition of the comic-strip champion, Joe Palooka: unassuming, clean-living, not too bright, a humble guy with a heart of gold who uses his God-given strength to slay ogres and flatten city slickers.

Marciano has the nervous system of a fire hydrant and cannot understand how other pugilists get worked up before a fight. At first the men who handle him tried to explain that someday, before a really important fight, he would get jumpy; the Joe Louis bout last year alleviated these fears. Although Rocky thought that fight was pretty

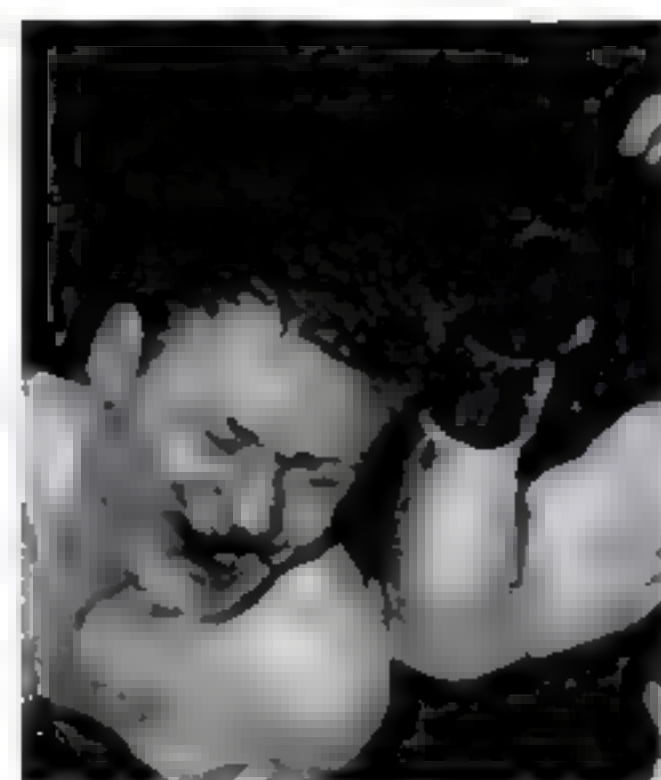
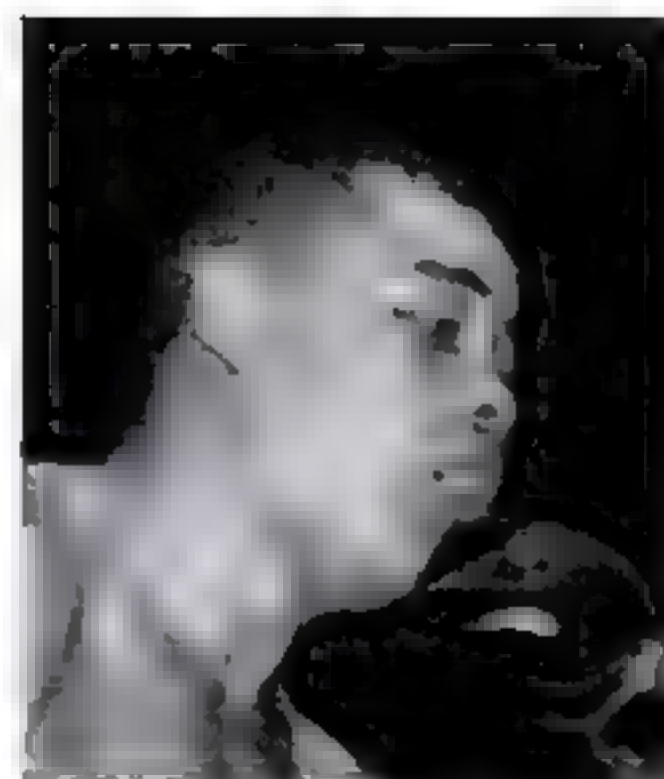




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**THE AWFUL WALLOP** that made Rocky No. 1 challenger connects with (top) Harry Matthews and Joe Louis, (bottom) Lee Savold and Keene Simmons.

#### ROCKY MARCIANO CONTINUED

important, he felt nothing at all. Finally, after his hands had been taped, Rocky dozed off to sleep before going out to clobber Old Joe in the eighth round.

Rocky had another surprise that night; he never even saw Louis go down. He just felt the "give" of a good punch squarely landed and heard the sudden roar of the crowd. A solid blow has always felt that way to Rocky, although the reactions of men he has hit have been strange and diffuse. The night he knocked out Harry Matthews, the body fell "kind of slowish," as though it were tired. Rex Layne just stood and quivered for maybe two endless seconds before falling forward on his face. Carmine Vingo went backward with his heels hinged to the floor and woke up hours later in the hospital.

The killer instinct in Rocky lies close to the surface. At the first sign of an opponent's eyes glazing, or the sudden telltale shaking of the knees, he swarms in, raining hooks until the victim collapses and slides to the floor. But outside the ring Rocky doesn't hate anybody. Like many other prizefighters he seeks diversion in something far removed from the thunder-and-blood of his trade. Mickey Walker fiddled around with brush and palette; Jack Sharkey cultivated petunias; Steve Belloise did needlepoint; Schmeling claimed he could lie for hours in the grass watching a mother bird feed her young. Rocky, whose tastes are not quite so high-flown, likes to run.

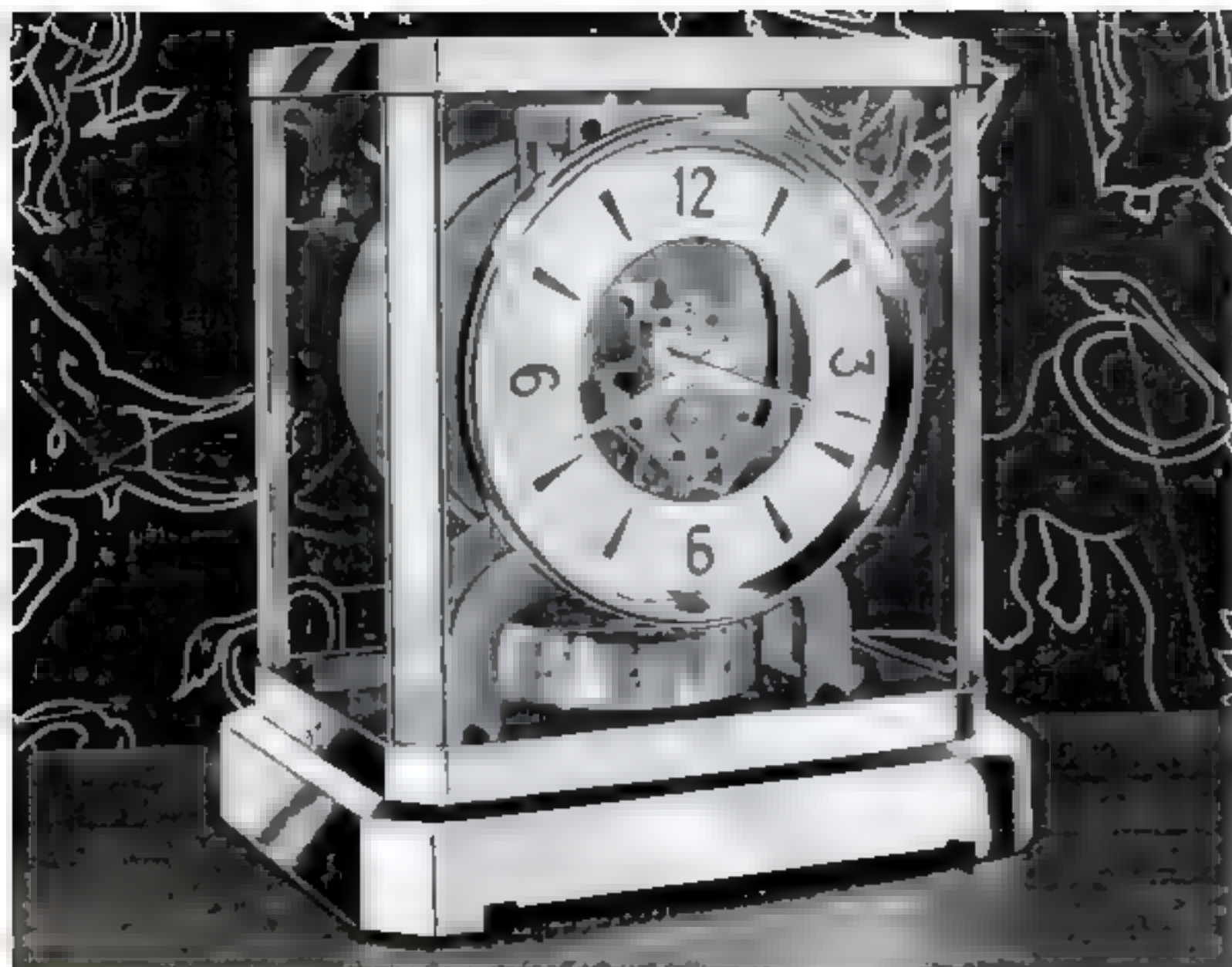
Although he can drive a 1951 De Soto, a gift from friends, he prefers to be afoot on the open road, with a breeze in his face. The people of Brockton are used to seeing him jog along the city streets. They consider it praiseworthy and deserving—but then, they think everything Rocky does is wonderful. He sometimes puts his wife in a cab, yells, "I'll see ya there," and is off running before the driver can throw the flag.

This form of relaxation, which most fighters regard ruefully as their worst drudgery, does nothing to hurt his ring stamina. Rocky's hobby is staying healthy. He is forever consulting diets and trying them out. But that is a training camp joke, because if Rocky never becomes champion at anything else, he is the knife-and-fork champion of the eastern seaboard. Rocky often devours two steaks with all the trimmings, then stuffs his pockets with cookies and bananas to tide him over.

His appetite improves if someone else is paying the check, and, as another part of his "wealth through health" program, he neither drinks nor smokes. Not since Luis Firpo, the Wild Bull of the Pampas, went back to Argentina with the first buck he ever made

CONTINUED ON PAGE 112





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**LE COULTRE PATTON.** Subtle distinction in rich simplicity for a gentleman. 18K gold hour-markers in high relief enhance the beauty of its most unusual dial. In a highly finished 14K gold case, \$139.50.



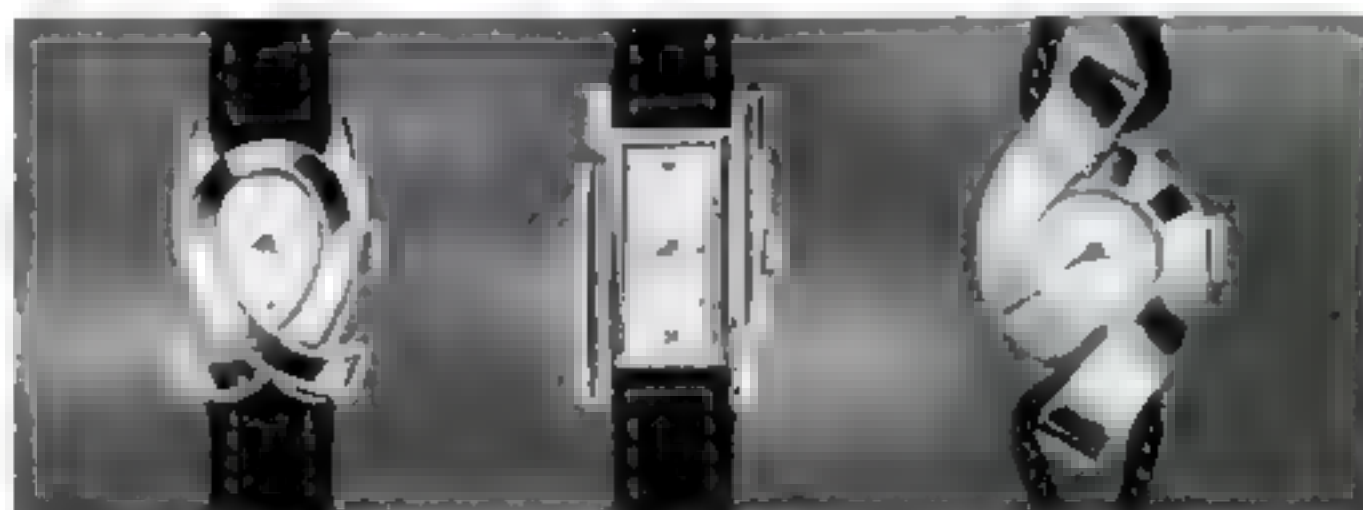
**THE THINNEST WATCH IN THE WORLD.** A work of unbelievable precision and delicacy of execution, with a LeCoultre movement only .0531 inches thick. Silhouette of side view shown. In platinum, \$1950.



**LE COULTRE FUTUREMATIC.** Only LeCoultre's exceptional skill could create today—this Watch of Tomorrow! Engineered to be the most accurate automatic watch in the world today, it is 100% automatic, has no winding stem! Cannot overwind or run down. May be set to exact second with backsetting stem, shown in illustration above. Reserve Power Indicator. Hand-finished gold-filled case, \$99.50. In fine 14K gold case, \$165.



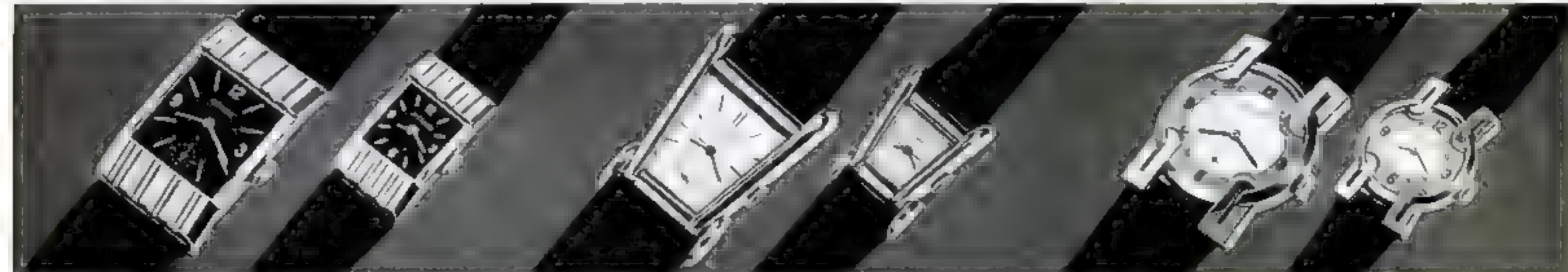
**LE COULTRE WRIST ALARM.** An accurate watch with a "golden voice" — a tiny bell reminds of every appointment; awakes as a morning alarm. Gold-filled case, \$99.50; moisture-proof, \$110.



**LE COULTRE COUTURIER WATCHES** — expressing high-fashion elegance with a captivating flair. Here are three of many exclusively styled LeCoultre watches for ladies, offering historic assurance of accuracy and quality at its finest. "Fantasie"; "Flair"; "Caprice" — in 14K gold cases, each \$125.



**LE COULTRE CALENDAR MOONPHASE.** For a science-minded man. It tells seconds, minutes, hours; day, date, month and the phase of the moon. Gold-filled case, \$99.50. 14K gold, \$150.



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• CORDOYAN • NEUTRAL



**ROCKY AT 9 YEARS** was learning to fight neighborhood bullies.



**ROCKY'S MOTHER** beams over photo, city key after son beat Louis.

### ROCKY MARCIANO CONTINUED

in the U.S. has boxing seen such a thrifty gladiator. Says Rocky's trainer, "He wouldn't spend a nickel to see an earthquake." But when one of his victims, Carmine Vingo, was hanging between life and death after the knockout, Marciano paid \$2,000 on his hospital bill.

When he goes into training camp, he is relaxed and completely manageable. He enjoys getting up early, hammering the big bag, cavorting in the gym with big gloves against hefty sparring partners. Part of Rocky's success is due to his willingness to follow orders without asking questions—a virtue other fight managers would like to see more of in their tigers. Rocky is willing to leave the heavy thinking to others, and in his camp it is done by two very sharp minds.

His No. 1 brain is cigar-puffing Al Weill, the shrewdest and most cordially hated manager in boxing. Until recently Weill had to pretend he was not Marciano's manager, since as matchmaker at Madison Square Garden he was not supposed to own fighters. Now that he has given up matchmaking and abandoned this disguise, Weill openly hand-picks Rocky's opponents, signs the contracts, collects the money, pays the bills and passes down strategy. Rocky's No. 2 brain is Trainer Charlie Goldman (LIFE, Feb. 12, 1951), a mild-mannered ex-bantamweight with a caved-in nose and a black derby. He is the tactician. One of the few good teachers left in the game, Charlie functions as Rocky's tutor, close friend and constant companion. It is a mutually benevolent arrangement for all three. Without Weill and Goldman to think for him, Rocco Francis Marchegiano (Rocky's real name) would probably still be digging mains for the Brockton gas company.

For the first 25 years of his life the odds against Rocco Marchegiano's becoming world heavyweight champion were a million-to-one or more. They fluctuated sharply upward when, at the age of 2, little Rocco got pneumonia and almost died. The fact that he inherited his mother's constitution and staying power was probably all that saved him. Pasqualina Marchegiano, born in Italy, is a robust woman of some 195 pounds who threw every ounce into saving her first born.

The Marchegianos lived in a white clapboard house with no hot

CONTINUED ON PAGE 112



**FATHER AND SONS** relax at training camp. Senior Marchegiano is a small and quiet man, but 19-year-old brother Lou (right) has some of Rocky's brawn.





## "No! It's your morning to turn up the thermostat!"

Soon, when winter winds start to blow, this familiar reminder will ring in many an unlucky husband's ear!

You know what comes next. Soon the husband will get out of his nice, warm bed—and shiver down the hall on icy floors to turn up his old-fashioned thermostat. *Br-r-r!* Makes you cold just to think about it.

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Minneapolis-Honeywell Regulator Co.,  
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**ROCKY'S MANAGER**, Al Weill, has guided Marciano's career from the outset, but until recently his stepson, Marty Weill, was "manager of record."

#### ROCKY MARCIANO CONTINUED

water on Brockton's unfashionable west side. Mamma made all members of the family—uncles, cousins, grandparents—take turns sleeping on the floor beside Rocky's bed to check on his breathing. As insurance Mamma made a vow to St. Anthony: if he would help pull little Rocky through she would give up her diamond engagement ring. She placed the ring in an empty candlestick on the bureau beside a statue of the good saint. When Rocky's fever disappeared, so did Mamma's diamond ring. She got along without one until Rocky replaced it from his purse from the Rex Layne fight.

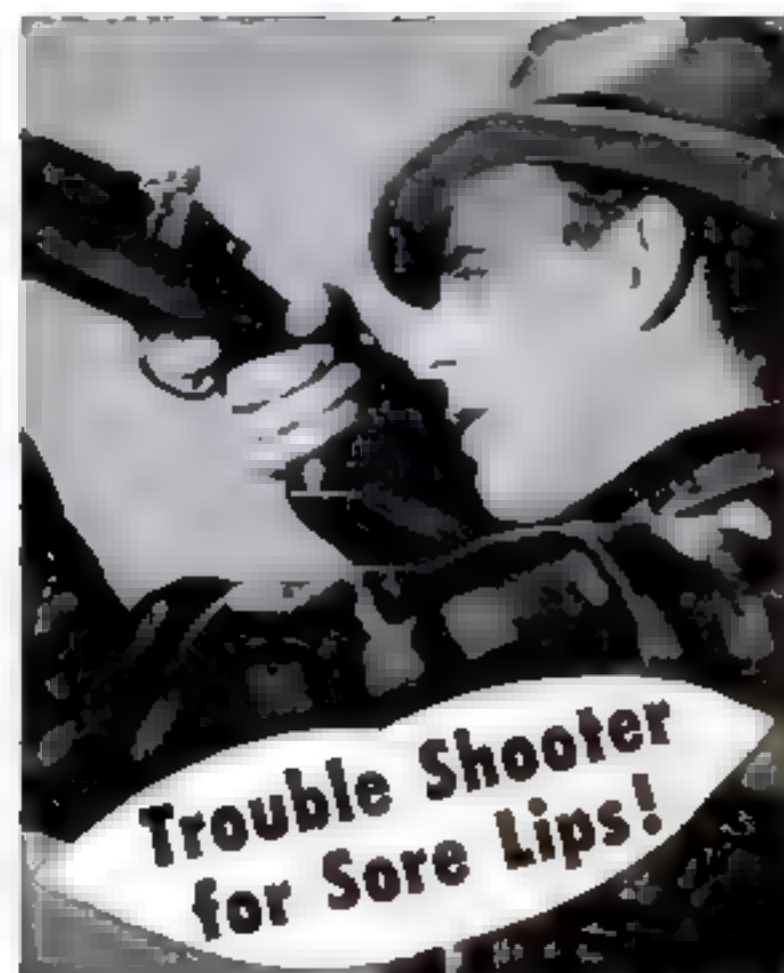
At 8, Rocky came home crying because a neighborhood tot had popped him on the nose. After that Mamma insisted that his younger sister Alice go along when he went to the store after dark. His Uncle John took more practical steps; he set up a homemade punching bag in the cellar and persuaded Rocky to practice banging away at it. When Rocky got so he could hit harder than the other kids, they left him alone. After that he did not do much fighting until he went into the Army, although he gazed enviously at pictures of Charles Atlas in physical culture books and worked secretly before a mirror with a "chest expander."

At Fort Devens, Mass., Private Marchegiano discovered that soldiers on the boxing team got special passes and no KP. He was big and strong, having worked at pick-and-shovel jobs since he quit school at 14, so he went out for boxing. He fought his way through the Army. At Fort Lewis, Wash., Rocky hit an opponent so hard and so awkwardly that he drove the knuckle of his left forefinger up into his hand. It was the first of three "broken hands" he was to get before he learned to punch like a pro.

Rocky lost only one fight as a GI, in the final of an Army championship at Portland, Ore. A fast, tricky sergeant from Boston named Judge De Angelis outpointed him. When Rocky got out of the Army in 1946 his mind was made up; he was going to be a fighter. On his way home he stopped in Chicago to see the father of an Army buddy who handled boxers, but, after watching him work out, the man told him he was too slow and clumsy. "Go home and forget about fighting," the man said.

Rocky didn't take the advice. He was broke and out of a job except for part-time work on a construction gang. He fought amateur fights in Lowell, Boston and Brockton, first under the name Rocky Mack and then Rocky Marciano. Mamma was horrified when she heard what he was doing. But he told her there was good money in it, up to \$60 a fight. Actually he was getting \$15; he would give her that and tell her he was keeping the rest. After every fight Rocky had to lift up his shirt so Mamma could see with her own eyes that he was not black-and-blue. Once she spied marks on his back—a burn he had gotten from brushing against the ropes—and that almost ended his boxing.

CONTINUED ON PAGE 117



**Trouble Shooter  
for Sore Lips!**

If you're an outdoor man, make 'Chap Stick' your constant companion. Carry it with you wherever you go. Use this famous lip balm at the first sign of rough, chapped lips.

- Specially medicated, specially soothing
- Packet-size, easy to apply
- Relief swift and long-lasting
- The only antiseptic lip balm

Buy a personalized\* 'Chap Stick' for every member of your family.

Refuse all substitutes.



**NEW NIBBLE-SIZE**  
CHOCOLATE PEPPERMINT PATTIES  
**Welch's Junior Mints**

**RELIEVES PAIN OF  
HEADACHE · NEURALGIA  
NEURITIS**



The way thousands of physicians and dentists recommend

Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.





"FIESTA TIME IN THE SOUTHWEST," by John Gambrell. Number 73 in the series "Home Life in America."

In this friendly, freedom-loving land  
of ours—*beer belongs... enjoy it!*

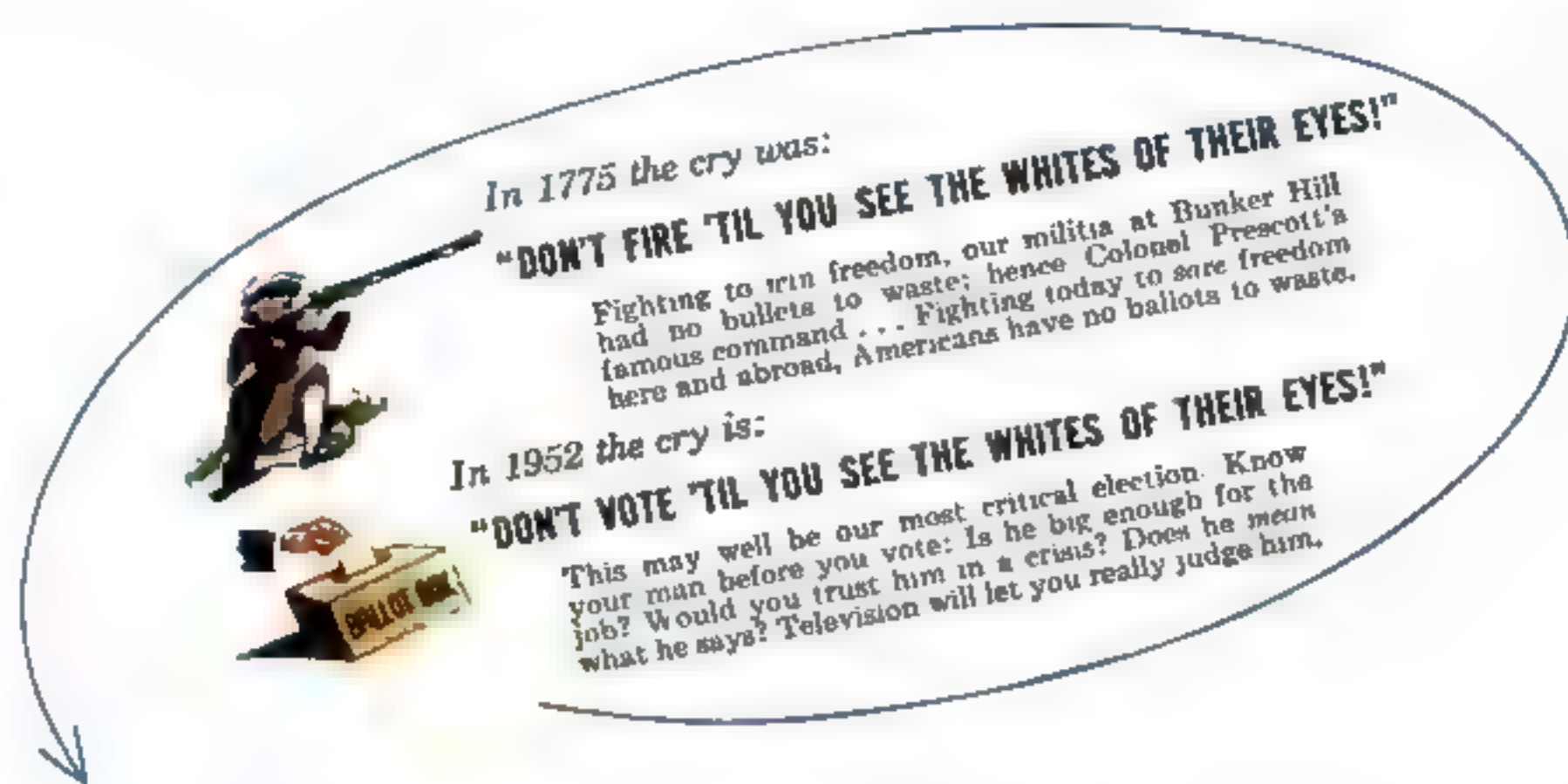


*Beer and ale—  
mealttime favorites*

**AMERICA'S BEVERAGE OF MODERATION**  
Sponsored by the United States Brewers Foundation...Chartered 1862







You can see "the whites of their eyes" better on the

# Exciting new '53 CROSLEY TV

If you think you've seen mighty fine, clear television sets, stop at your dealer's and take a look at those '53 Crosleys—just to see what all the shouting is about.

First turn on any set that *isn't* a Crosley. THEN turn on a Crosley. When the studio camera swings in for a close-up, look for "the whites of their eyes."

You see every detail of every scene better on a Crosley. You get the sharpest, clearest, most lifelike picture in all television. You get it instantly, notice that—and you keep it. No fiddling with dials.

That's Crosley engineering, backed by more than 30 years in electronics.

It's engineering for the future, too. Every 1953 Crosley is designed so you'll be able to receive ALL channels—VHF (Very High Frequency) and UHF (Ultra High Frequency). But if you don't need UHF now—why pay for it? With a Crosley you can add it any time.

Don't miss the magnificent entertainment now on television. Get in on the exciting political campaigns. Load the family in the car and go see your Crosley dealer for an exciting demonstration. Prices include Federal Tax and full-year warranty on both chassis parts and picture tube and start at a low \$199.95. You can enjoy television as you pay for it on easy terms.

You can see it **BETTER** on a CROSLEY



## 10 REASONS WHY YOU SEE IT BETTER ON A CROSLEY TV

- All channels. You get built-in UHF. This feature is optional; can be added any time.
- Always in focus. You get a clear, sharp picture... right to the edges of the screen.
- Interference checked. Annoyance from appliances, passing autos, planes virtually eliminated.
- Greater picture pulling power. Distant stations come in strong, without sacrifice to local-station viewing. Ideal in fringe areas.
- Full-year warranty on both chassis parts and picture tube. An unusual protection.
- Full-room viewing. All get a "front seat."
- Eliminates service calls. Auxiliary controls in easy reach for minor adjustments.
- Front-removable picture window. Clean window and picture-tube face yourself.
- Factory- and field-tested. Ready to plug in.
- All cabinets in rich wood. Not plastic, not metal. Crosley sets are all fine furniture.



**The Stephen Foster II.** 21-inch Custom console, Authentic 18th Century styling. FM-AM radio; all-speed, all-size record changer. Inset shows model with doors open.



**17** INCH SETS START AT **\$199<sup>95</sup>**  
**21** INCH SETS START AT **\$259<sup>95</sup>**

PRICES INCLUDE FEDERAL TAX, AND  
 FULL-YEAR WARRANTY ON BOTH  
 CHASSIS PARTS AND PICTURE TUBE

**ALL CROSLEY CABINETS  
 ARE RICH WOOD—  
 NOT METAL, NOT PLASTIC**

**The Senator.** 21-inch De Luxe table model. Large-screen television in a trim, compact cabinet. Mahogany or blond-finished wood blends perfectly with any table.



**The Sarah Bernhardt II.** 21-inch Custom console. Cabinet style that won't grow out of date. Genuine striped mahogany veneer or white oak veneer with limed oak finish.

**The Executive.** 21-inch De Luxe console. Tomorrow's superb TV in a cabinet designed for today's smaller rooms. Deep mahogany or warm blond-finished wood.





JOAN CRAWFORD, starring in "SUDDEN FEAR"—A Joseph Kaufman Production, an RKO Release.



**JOAN CRAWFORD . . . Lustre-Creme presents** one of Hollywood's most glamorous stars. Like the majority of top Hollywood stars, Miss Crawford uses Lustre-Creme Shampoo to care for her beautiful hair.

## The Most Beautiful Hair in the World is kept at its loveliest . . . with Lustre-Creme Shampoo

**When Joan Crawford says...** "I use Lustre-Creme Shampoo," you're listening to a girl whose beautiful hair plays a vital part in a fabulous glamour-career.

**You, too, like Joan Crawford,** will notice a glorious difference in your hair, after a Lustre-Creme shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean.

Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of its natural sheen now glows with renewed highlights. Lathers lavishly in hardest water . . . needs no special after-rinse.

**No other cream shampoo** in all the world is as popular as Lustre-Creme. For hair that behaves like the angels and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.

**FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR**





**HOME TOWN PARADE** welcomed Rocky back to Brockton after he kayoed Joe Louis. He shook hundreds of hands and signed scores of autographs.

## ROCKY MARCIANO CONTINUED

The one thing Rocky preferred to a career as a prizefighter was employment as a big league catcher. He gave it an enthusiastic try in the spring of 1948, hitchhiking to Fayetteville, N.C., to a Chicago Cubs tryout camp. A good hitter in semipro competition around Brockton, Rocky survived the first cut, but the second eliminated him. His next hitchhiking expedition, a month later, was to New York to see Al Weill about prizefighting.

It was an auspicious day for both of them. When Rocky, accompanied by a friend and his Uncle John, arrived at Weill's cluttered Broadway office, they were eager and overfriendly. "So you want to fight, eh?" said the manager, eyeing Rocky's bull neck. He dialed a number and said, "Got a guy here says he can fight. Is Godoy around?" It turned out that Godoy, a clever heavyweight, was not around. But Wade Chancey, a big, tough veteran of many pro fights, was. Rocky climbed into the ring with him and, awkward as he was, staggered Chancey with a haymaker in the second round.

Weill signed up Rocky immediately, and with that stroke of the pen the chances of Marciano's becoming world champion improved tremendously. Weill carefully selected opponents not likely to outclass, or even bruise, his new charge. Fighting in Providence, R.I., Marciano knocked out Harry Balzerian in one round. Then he stopped John Edwards in one. Of the 11 fights Rocky had in 1948, eight were first-round knockouts. Only one went as far as the third. After the fourth fight Charlie Goldman began taking the train to Providence to work in Rocky's corner, and not long after that Rocky began coming to New York to learn, if possible, what there was to prizefighting beside punching.

Sizing up the raw hunk of muscle that had been dropped in his lap, Charlie Goldman, the gnomelike master of boxing skills, saw a right-hand crazy bumpkin with two left feet. But he saw too that nature had done much for Rocky. The knees, which always give way first, looked sturdy. The body was strong. Then there was the punch, a looping right that seemed to come down out of the ceiling. "Nature gives you them things," Charlie explained. His job was to improve on nature.

Rocky's education began from scratch. He was schooled in ABCs such as proper stance and keeping the wrist stiff on punches. Charlie taught him one or two simple moves in defense and demanded boring repetition so that the good habits became instinctive. There was no hurry. As Rocky's schooling progressed, so did the caliber of his opponents. Whenever he fought, it was comforting to have Charlie in his corner; it was reassuring to have Charlie's gnarled hands working on him and hear Charlie's shrill voice pipe, "You're okay . . . you feel good, boy."

Because his pupil was getting hit too often as a "stand-up" fighter, Charlie taught him to fight from a crouch. Gradually Rocky developed a style: weaving in with head low and hands up, a busy, crowding type of fighter somewhat on the order of Harry Greb or Terry McGovern. Rocky learned to slip under a jab. He actually outpointed Roland LaStarza, a clever heavyweight. His infighting improved. The one thing Charlie never tampered with was Rocky's big Sunday punch. "It gets results," Charlie said, "so why change it?"

By 1951 Rocky was ready for the big time. His first big-name

CONTINUED ON NEXT PAGE

# If you're in business you need a Burroughs



There's a Burroughs adding machine that's right for every office or retail counter. Choice of capacities in inexpensive hand-operated or high-speed electrically operated models.

If you're in business you spend a lot of valuable time handling figures. With a Burroughs adding machine you'll cut this expense to the bone—avoid costly mistakes—and get away from the drudgery of pencil-and-brain figuring.

Fast, accurate, and so easy to operate, a Burroughs will pay for itself many times over in savings. And, for many businessmen, a Burroughs is a once-in-a-lifetime investment! See a Burroughs today . . . there's a model exactly suited to your figuring needs. Call the Burroughs office nearest you or see your local Burroughs dealer. Burroughs Adding Machine Company, Detroit 32, Michigan.

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## Burroughs



**RC makes you  
feel like NEW!**

*Yes, and RC is best by  
taste-test, too!*

*After work or after  
play, get that grand  
RC feeling*

*Two full glasses  
in the BIG bottle  
everywhere!*



BOBBY'S  
SWEET ON  
PEGGY!

NAW—HE'S JUST  
SWEET ON HER  
**UNDERWOOD  
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**TIP:**

Kids love Underwood's Flavor.  
It's nutritious, too: pure ham  
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**UNDERWOOD  
DEVILED HAM**



THE ORIGINAL...ALL FINE HAM...ZESTFULLY SEASONED

Send for FREE RECIPE FOLDER! Wm. Underwood Co., 88 Walnut St., Watertown 72, Mass.

## ROCKY MARCIANO CONTINUED

opponent was Rex Layne, conqueror of Walcott and other top heavyweights. Layne was favorite, but there was no uneasiness in Marciano's camp. In New York a few hours before fight time, Charlie said to his boy, "This big farmer is just sent from heaven for you." Layne was slow and easy to hit with a right if he wasn't expecting it. The strategy was to feed him lefts to the stomach, softening him up for the kill. It came in the sixth round when Rocky's right landed on him.

Joe Louis was Rocky's next step toward the title. It was drummed into Rocky over and over to keep Old Joe busy—"These old fellows have to have time to catch their breath . . . forget his chin . . . keep hitting him in the belly." Bellies are Charlie Goldman's favorite targets on opponents over 30. After being pounded about the midsection for three rounds Louis began to miss badly with his jab; he was practically a wingless pigeon when the knockout blow was struck in the eighth.

Neither Charlie nor anybody else can explain the enigma of Rocky's fight with Lee Savold. It was, from a spectator's point of view, the worst of Rocky's entire career. He flailed away at Savold, but the blows looked awkward and seemed to take no effect. Between rounds Charlie's lips trembled. His horn-rimmed glasses fogged up. Charlie chattered, "Use your hook, ya hear . . ." and wiped blood off Rocky's head with a sponge. It was Savold's blood. It was all over Rocky's white trunks too.

After 6 rounds, clutching, hanging on and absorbing punches, 35-year-old Savold was still on his feet. It wasn't until he went to the hospital next day that anyone knew what a beating he had taken. The inside of his mouth was ripped, both lips were split open, he had gashes about both eyes and he was suffering from mild shock. Even Savold admitted that it was his worst licking in 19 years of professional prizefighting. He was a little sorry afterward that one of Rocky's haymakers had not landed solidly. So was Rocky.

No one foresees any such ending to next week's big battle. When the shouting dies down in Philadelphia, the chances are that either Jersey Joe, the Bible-reading champion, will be on the floor or Rocky will. That is the way the strategy is being planned at Grossinger's in the Catskills where Marciano is training. As against Louis, Rocky will be crowding from the start, aiming at Walcott's 40-odd-year-old stomach. If his ancient foe is to get in a crippling blow he will have to do it early, probably before the sixth round.

Rocky's problem will be to keep track of Walcott—Joe shuffles, wheels, walks away, and then clouts people when they're not looking. But for six weeks Rocky has been sparring against partners who have simulated Walcott's "get lost" tactics. Next week when he takes the long walk down to the ring he will be ready.

As usual Rocky will grin and nod at a little man standing near the ring with a shoe box under one arm. His father, who used to work in a shoe factory, always brings an extra pair of boxing shoes to a fight in case Rocky, a forgetful fellow, should forget. The odds against this are astronomical but the odds in favor of Marciano's becoming heavyweight champion of the world are now better than even.



**ROCKY AND WIFE** shop for a Marciano expected in November. Despite the imminence of birth, Mrs. Marciano expects to attend Philadelphia fight.



Announcing the great **ROBERT HALL** coast-to-coast

# 10<sup>th</sup> Anniversary Celebration

Save  
20 to  
33%

130 salesrooms from coast to coast! That's the story of phenomenal Robert Hall growth in just 10 years. Now families everywhere buy their clothing the way they buy their groceries...the super market way...the super saving Robert Hall way! No fancy fixtures, no elaborate displays, no expensive trimmings...you shop from plain pipe racks at Robert Hall. You pay less, you get more for your money. Join in the big Robert Hall 10th Birthday Celebration.. you'll find tremendous assortments of the newest, smartest Fall clothing for men, women, boys and girls ... all priced to save you many dollars.



## FAMOUS "PARADER" SUITS In SUPERB NEW FALL FABRICS

America's greatest suit value. Luxury blend of rayon, wool and nylon. Checks, twists, glen plaids, sharkskins, herringbones. Single and double breasted models.

**29.95**

## IMPORTED HAND-WOVEN ALL-WOOL HARRIS TWEED TOPCOATS

World-famous fabrics in new Fall shades. Herringbones, featherbone tweeds and checks. Single-breasted with set-in or raglan sleeves. Slash or patch pockets.

Not in our Southern salesrooms

**39.95**

Usually \$50

## WATER-REPELLENT GABARDINE ZIPCOATS

**19.95** Usually 28.95

Durable, crease-resistant rayon gabardine. 100% alpaca and wool zip-out lining. Top tailoring. Single-breasted model. Natural, Grey.

Not in our California salesrooms



## LUXURIOUS ALL-WOOL YEAR 'ROUND ZIPCOATS

**33.95** Usually \$45

Gabardines, coverts, tweeds, checks. 100% wool zip-out lining. Single-breasted, raglan or set-in sleeves. New Fall colors.

Not in our California salesrooms



## "UNIVERSITY-HALL" CORDUROY SPORT COATS

Fine pinwale corduroy. **9.95** Usually 14.95  
3-button model.  
Fully lined.

**ALL-WOOL FLANNEL SLACKS**  
Rich, soft Grey flannel. **8.95** Usually 12.95  
Expertly tailored.

**FINE GABARDINE SLACKS**  
Crease-resistant rayon fall weight gabardine. **4.95** Usually 7.95



## MEN'S GABARDINE JACKETS

**9.95** Usually \$14  
Rayon and nylon gabardine.  
Wool quilted linings.



**\$9 BOYS' GABARDINE WOOL QUILT-LINED JACKETS**  
Rayon, acetate and nylon. 6 to 18. **5.99**

**\$5 Hackmeyer corduroy slacks 3.99**



(A DIVISION OF THE UNITED MERCHANTS & MFRS., INC.)

**130 ROBERT HALL SALESROOMS IN PRINCIPAL CITIES!**  
See your phone book or write Robert Hall Clothes, 1241 Broadway, N. Y. 1

COPY. 1952, ROBERT HALL CLOTHES, INC., 1241 BROADWAY, N. Y. 1, N. Y.





HIS PATIENCE EBBING, WOODS LOOKS AS IF HE WERE SORRY HE EVER THOUGHT UP PRICE HEARING

## THE OPS BOSS AND THE LADIES

A polite inquiry into price control brings fuss and fury in Fresno

Soon after he was appointed price administrator last month Tighe Woods got what seemed at the time like a very good idea. He would tour several U.S. cities to find out what consumers actually felt about price control and the OPS. Last week he started his tour with a two-hour session among 300-odd ladies and a sprinkling of gentlemen of Fresno, Calif.

He opened the meeting by stating that he hoped to find out whether Fresno housewives are apathetic about the OPS and what they think ought to be done about administering it. The members of his audience, whether for or against price controls, were all caught in the spiral of rising prices, and Wood's polite declaration brought on an immediate, impassioned and bitter outcry, punctuated by unladylike boos and cries to one another of "Shut up!"

"Ladies, ladies, let's be charitable!" cried an OPS aide as the shouting got louder. This had no effect. One vociferous group was for scrapping the OPS entirely. "If I want an egg for breakfast," said one woman, "I don't want it powdered or price controlled. I want it to be just between the hen and me." An equal number thought OPS should be strengthened. One woman asked if abolishing OPS would lower taxes (Woods thought not); another suggested Fresno administer its own prices (Woods said it was an interesting idea). After two hours of battering and bickering, Woods adjourned the hearing. His audience was exasperated, he was bewildered and nothing constructive had been accomplished. But Woods, who planned to go on with his sessions, was sure of one thing: there is no apathy about the OPS in Fresno.



MEMBERS OF AUDIENCE RISE TO ARGUE OVER NUMBER OF WORKINGMEN'S WIVES WHO ARE PRESENT



HELTER-SKELTER METHODS were deplored by Mrs. Thomas Lavaut: "Supply and demand sometimes control prices, but we can't depend on it."



THE BLACK MARKET, argued Mrs. Lawrence Young, was a direct result of wartime OPA setup. "Controls," she declared, "breed more controls."



DEEP EMOTION was shown by Mrs. Richard Guerin: "I am pregnant as you can see, and we have been eating horse meat for the last three months."



NEW LOWER PRICES  
**\$9<sup>95</sup>** and **\$10<sup>95</sup>**



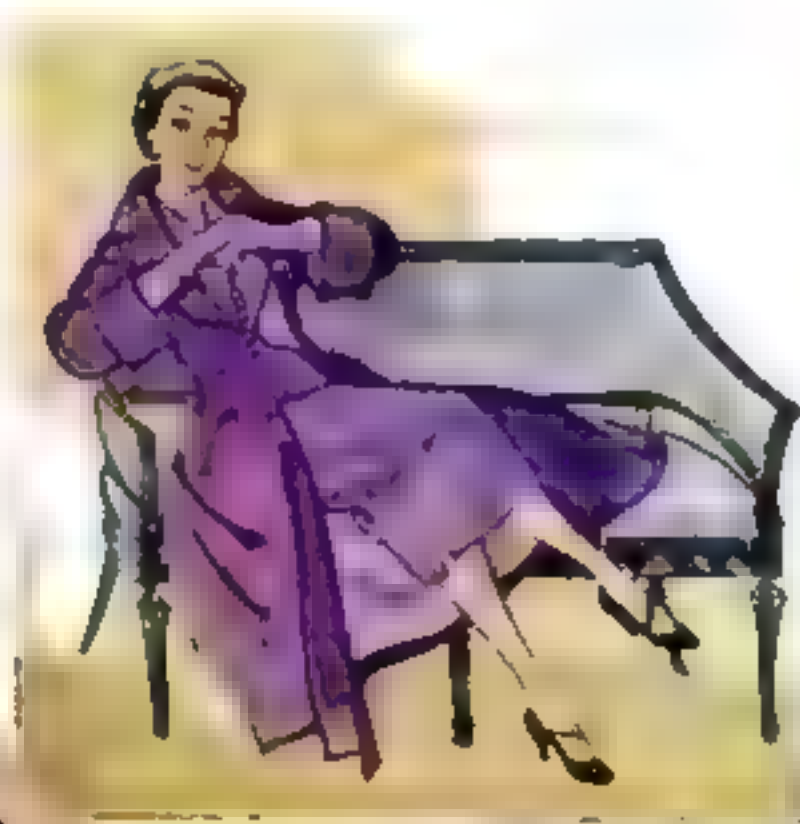
When you see fashions like these



and feel foot-easing comfort



like this



in the same pair of shoes

they're

the new

**Enna Jetticks**



ENNA JETTICK SHOES INC. Auburn, N. Y.

®

See your local newspapers on September 17th, 18th, 19th or 21st for advertisements of stores carrying the NEW ENNA JETTICKS



Exact collar size  
and sleeve length?  
*You bet!*



Colors? *12!*



Washable?  
*Absolutely!*



What more can you ask of America's fastest-selling sports shirts? Answer: very little!

But—besides these advantages, Arrow Gabanaro also features: premium rayon gabardine... cut full for action... saddle-stitched collar and pocket flaps...

...the new ARAFOLD collar which means greater comfort, and new smartness, with a tie or without. Price, about \$6.50 (subject to change by government regulation).

Arrow Shirts • Sports Shirts • Ties • Handkerchiefs  
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*Wear it closed*



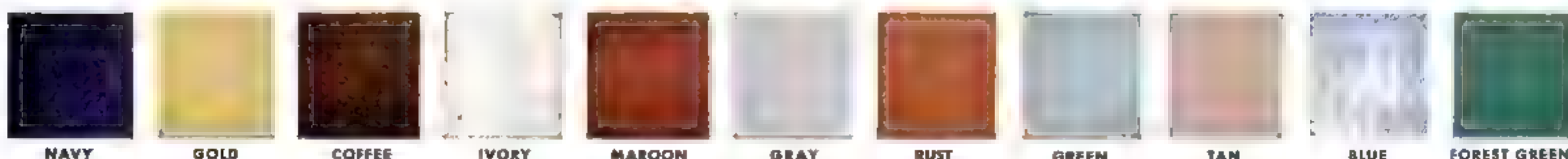
*Wear it open*

**ARROW**



**GABANARO**  
WITH THE  
**ARAFOLD COLLAR**

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NAVY

GOLD

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MAROON

GRAY

RUST

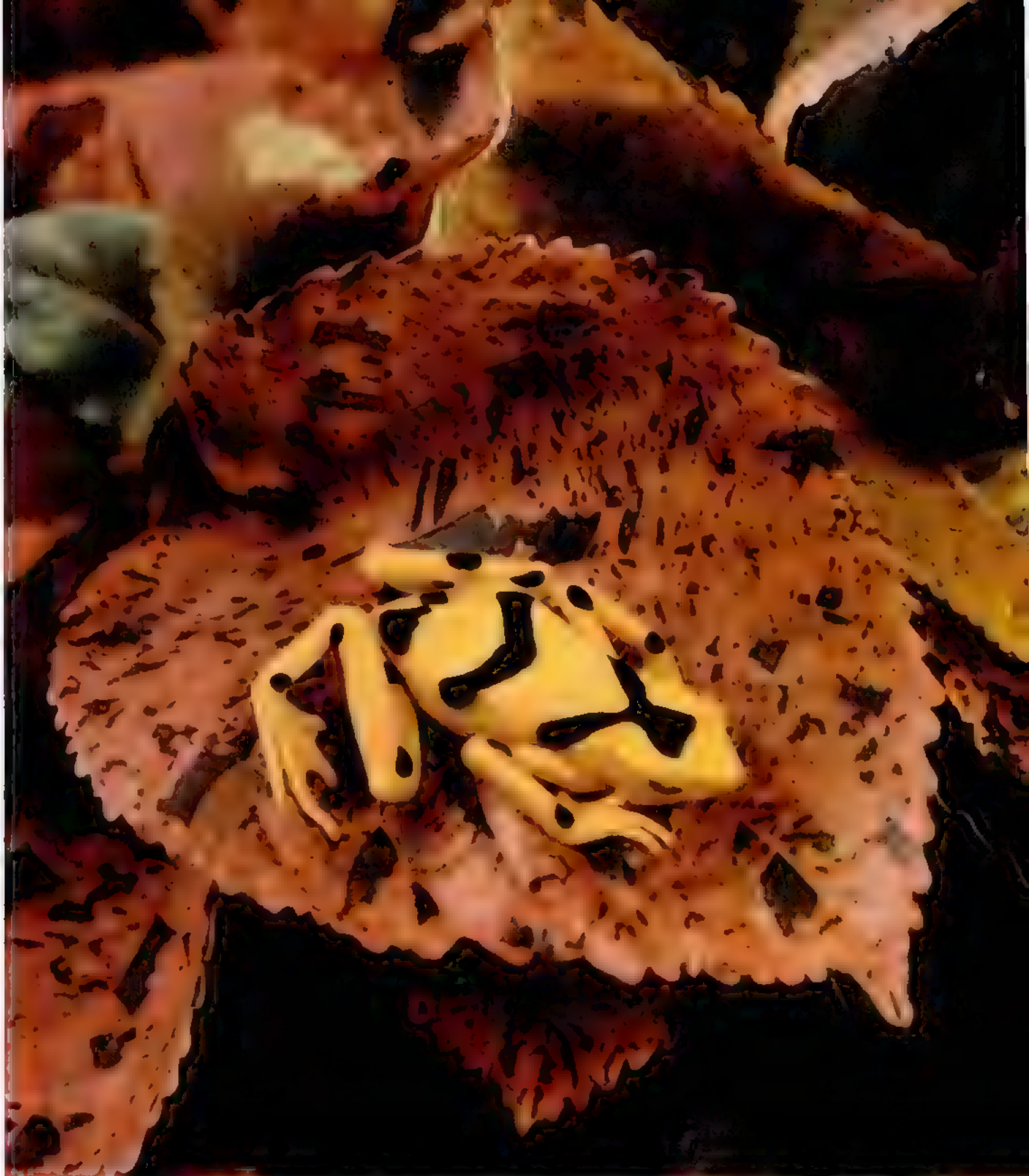
GREEN

TAN

BLUE

FOREST GREEN





COMFORTABLY SITUATED ON A LEAF, THE GOLDEN FROG LOOKS BOTH QUIET AND SLUGGISH BUT HE CAN CROAK LIKE A TURKEY AND SWIM LIKE LIGHTNING

## PANAMA'S GOLDEN FROG

**A rare specimen, '*Atelopus varius zeteki*' keeps to the cool highlands and scorns the tropic sun**

Unlike mad dogs, Englishmen and *norteamericanos*, the *Atelopus varius zeteki* knows better than to go out in the midday sun. The *Atelopus* is popularly known as the golden frog, but sometimes is called the sun frog because a half-hour's exposure kills him. This specimen was photographed during a

necessarily brief moment of leaf-basking. The golden frog sometimes is pure gold or orange, but more often has black stripes or polka dots. Until recently the frog could be found only in western Panama, but a few are now being exported by an enterprising *Yanqua* who calls himself "Jungle Jim" Price.





## *He gave the world a dream of peace*

His earliest memory, he always said, was this:

He was playing on the lawn of the big house in Georgia when two men came by. "Mr. Lincoln has been elected," said one. "There will be war." The boy ran to find his father, who was working on next Sunday's sermon. "Sir," said the boy, "what is war?"

Fifty years later, Woodrow Wilson found out.

In the meantime, though, he led a life of peace and quiet success. He was a man who seemed at his best in sheltered places—in the classroom, lecturing thoughtfully on government to young Princeton men, in the study, writing idealistic articles on public affairs. And if his ideas were a little too good for the real, harsh world—well, that was hardly a fault in a professor, hardly surprising in a minister's son.

Americans like an upright man. They elected Woodrow Wilson Governor of New Jersey. Later it seemed to them a good idea to make him President of the United States.

Woodrow Wilson, the preacher's son, the sheltered professor, the high-minded writer on public affairs, walked into the world's biggest job in politics, and it never bothered him at all. He knew what was Right and he knew what was Wrong, what was honest and what was not, what was just and what was unjust; and by

these firm convictions he governed. He had a sense of his country's high place in history, and of the direction in which it should go. And we, moved by his vision, grew in strength, prosperity, and moral leadership throughout the world.

In 1914, an archduke was shot in Bosnia, and the boy who had asked his father, "What is war?" now had his answer. By the time it was over, he knew that the most important job in his life was to make a peace that would not let war happen again—a peace based on freedom for all—for he knew that free men do not start wars. He gave his life to the effort. And before he died, he dared to hope that the world had fought its last war.

We know now that he was wrong. But how wrong?

How wrong is it to believe so hard in something that you get to thinking it's easier than it really is? Maybe Woodrow Wilson made world peace seem too simple. Maybe he made it seem too near. But isn't the whole American story a story of people who get what they want just because they oversimplify the difficulties . . . because they think hard things are easy . . . because they want the good and the far-away, not later, but now? Isn't it possible we will live to see that Woodrow Wilson was *right*?

*John Hancock*

MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS





SIR MAX BEERBOHM AT HIS 80TH BIRTHDAY PARTY IN ITALY WEARS ROSE IN LAPEL. STILL HAS AIR OF SLIGHTLY DANDIFIED EDWARDIAN MAX-ABOUT-TOWN

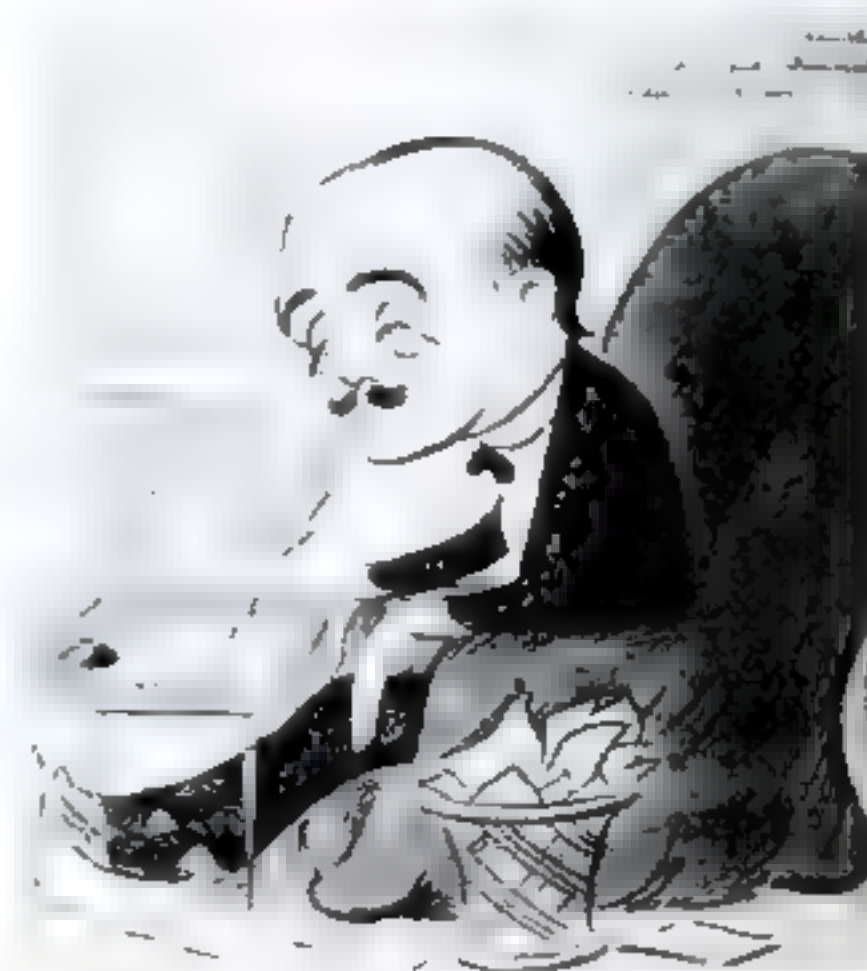
## Sir Max at 80

### BIRTHDAY REVIVES MEMORIES OF GREAT WIT

A few Sundays ago, on Aug. 24, a courtly little Englishman with the eyes of a tired baby owl celebrated his 80th birthday near his home in Rapallo, Italy. He was Sir Max Beerbohm, one of the most brilliant figures of London's brilliant '90s. Though Sir Max is still revered in literary circles for his devastating caricatures of the important people of his day and for his witty tales and parodies (*Zuleika Dobson*, *A Christmas Garland*), the world at large has almost forgotten that Sir Max is alive.

When he sat down to write or draw, little was sacred to Max Beerbohm. He spoofed

Queen Victoria just as readily as he did Oscar Wilde; he made fun of Tennyson, Kipling and young Winston Churchill. He taught Victorians the importance of not being too earnest. In 1910 he married an actress from Memphis, Tenn. and he retired to Italy. In 1939 he was knighted. Today Sir Max is rooted in a vanished era, but his claim on immortality seems assured precisely because he never bid for it too strongly. "My gifts are small," he once remarked. "I've used them very well and discreetly, never straining them, and the result is that I've made a charming little reputation."



MAX MADE GENTEEL CARICATURE OF HIMSELF

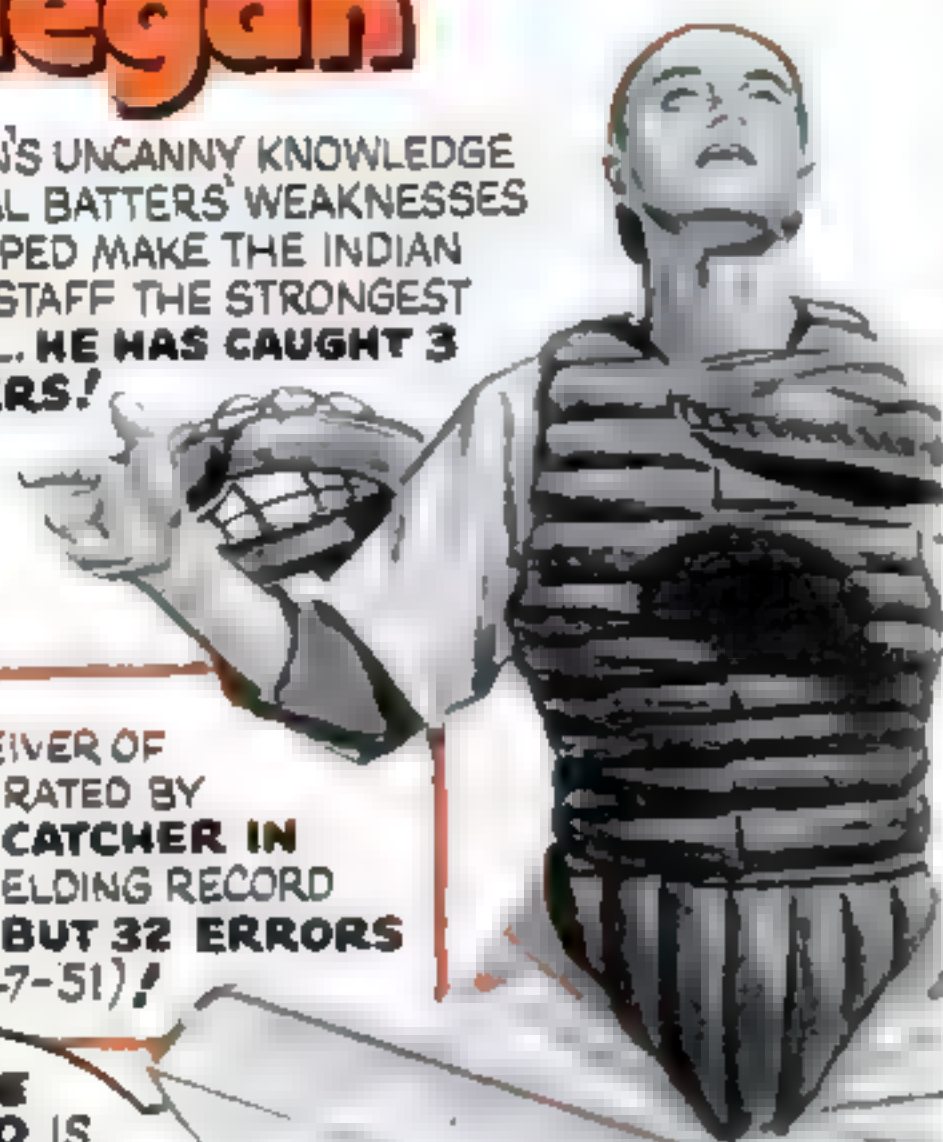


# CAVALCADE OF SPORTS

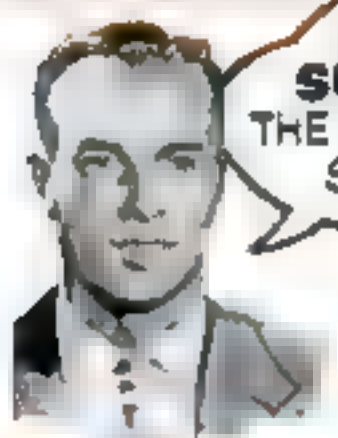
## ...Jim Hegan



HEGAN'S UNCANNY KNOWLEDGE OF RIVAL BATTERS' WEAKNESSES HAS HELPED MAKE THE INDIAN PITCHING STAFF THE STRONGEST IN THE A.L. HE HAS CAUGHT 3 NO HITTERS!

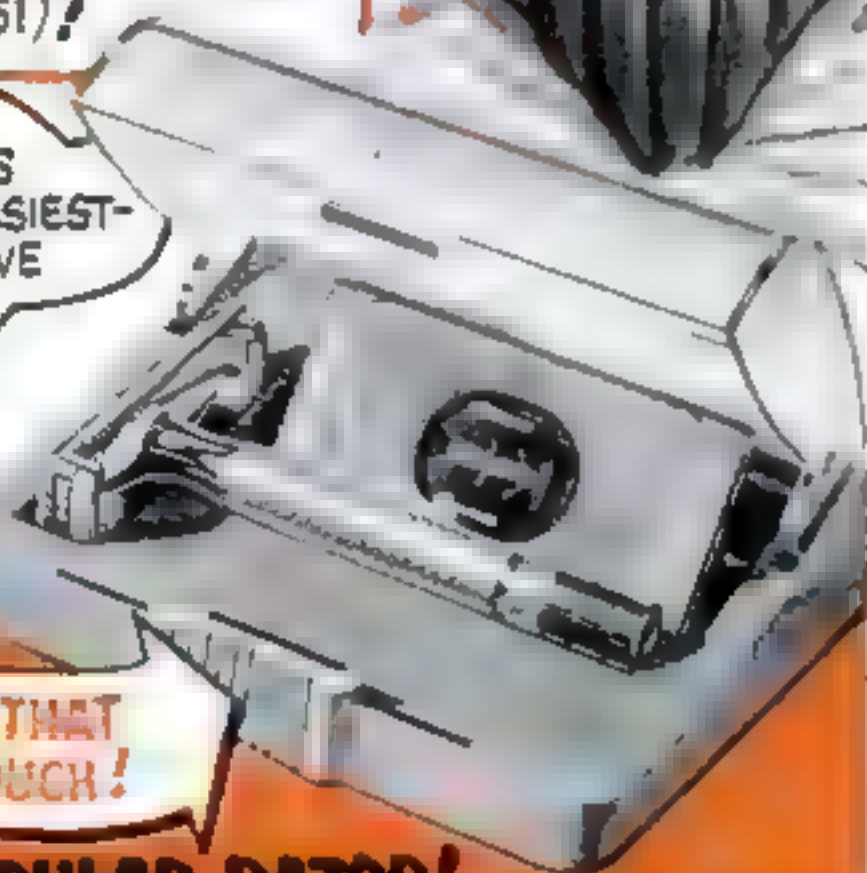


**BIG JIM HEGAN**, ACE RECEIVER OF THE CLEVELAND INDIANS, IS RATED BY MANY AS THE SMARTEST CATCHER IN THE BIG LEAGUES. HIS FIELDING RECORD IS ALMOST FLAWLESS WITH BUT 32 ERRORS IN 685 GAMES (1947-51)!



MY GILLETTE SUPER-SPEED IS THE HANDIEST AND EASIEST-SHAVING RAZOR I'VE EVER USED

*James E. Hegan*



IN NEW STYRENE CASE THAT SPRINGS OPEN AT A TOUCH!

AMERICA'S MOST POPULAR RAZOR!

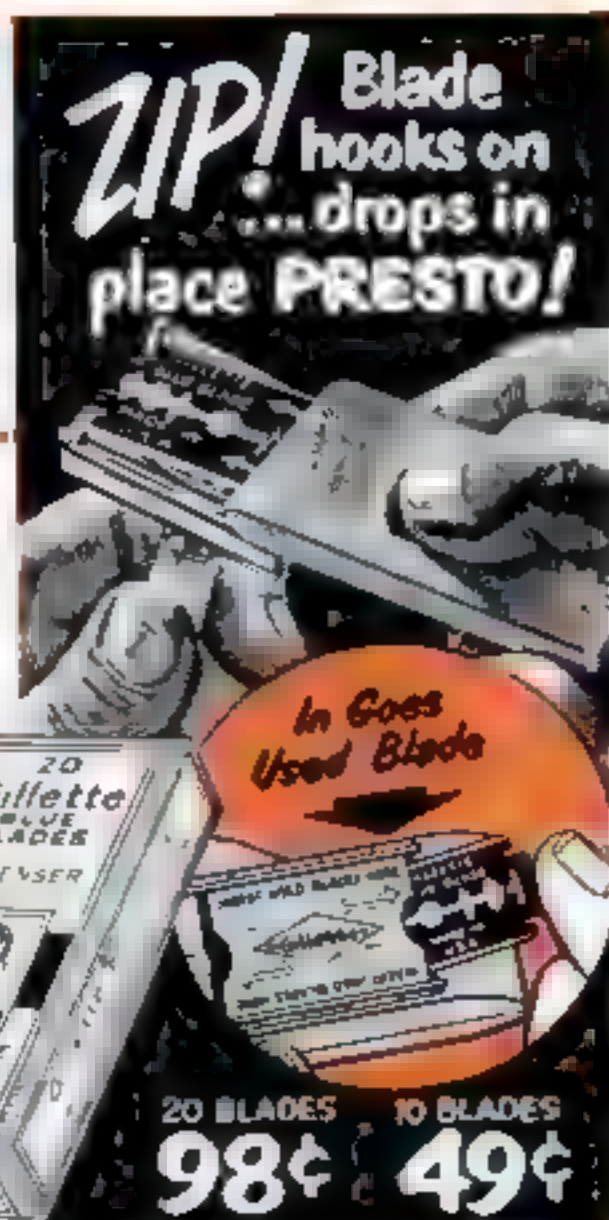
# Gillette \$1.00

And Blue Blade Dispenser With Safety Compartment For Used Blades

COMBINING INSTANT BLADE CHANGING, REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY, THE GILLETTE SUPER-SPEED TOPS ALL OTHERS FOR SHAVING EASE AND CONVENIENCE. NO WONDER IT IS PREFERRED BY MORE MEN THAN ANY OTHER MAKE. GET A GILLETTE SUPER-SPEED RAZOR.

## You Skim Off Tough Beard 1-2-3 With Gillette Blue Blades

● Yes, the superkeen, long-lasting double edges of Gillette Blue Blades make shaving a breeze and leave you looking and feeling sharp! Buy slick-shaving Gillette Blue Blades in the Gillette Dispenser that zips out a new blade presto and stores used blades, too.



ZIP! Blade hooks on ... drops in place PRESTO!

In Goes Used Blade

20 BLADES 98¢ 10 BLADES 49¢

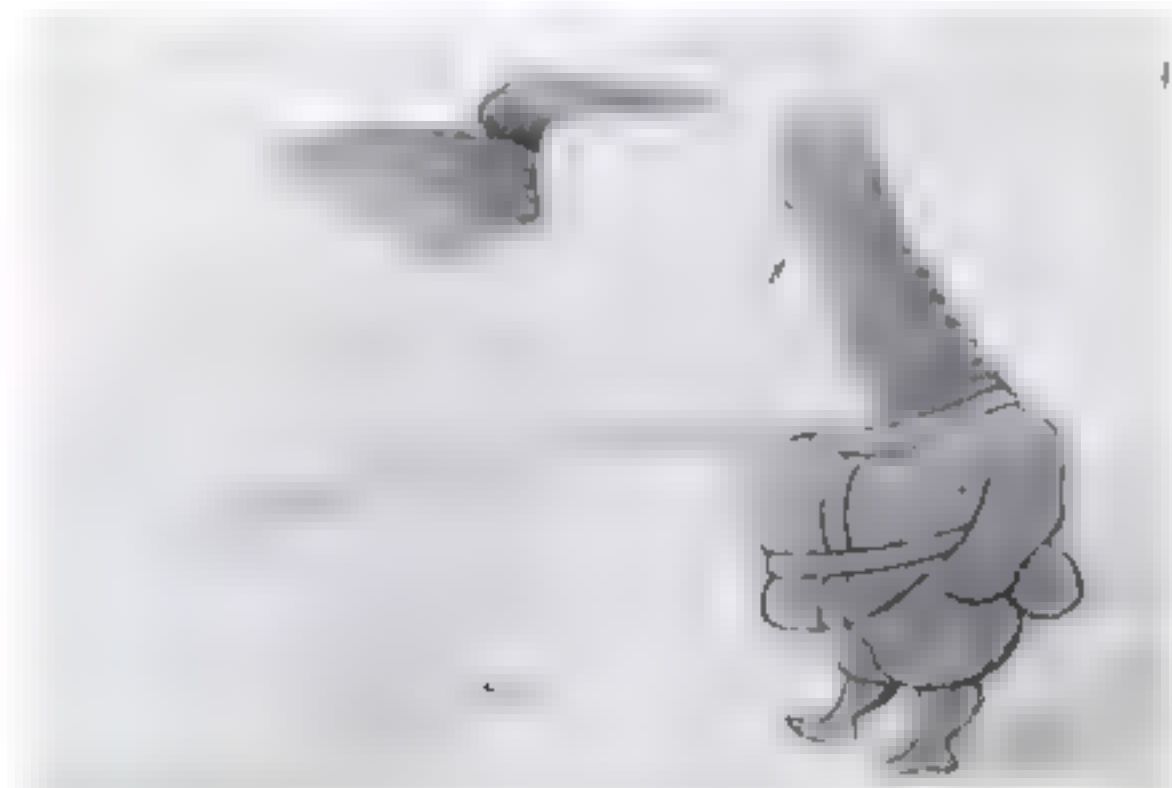
look SHARP! feel SHARP! be SHARP! use Gillette Blue Blades WITH THE SHARPEST EDGES EVER HONED

Copyright © 1952 by Gillette Safety Razor Co., Boston 6, Mass.

SIR MAX CONTINUED



OSCAR WILDE on U.S. lecture tour in 1882 is ribbed in cartoon by Sir Max, who was as much amused by spectators' dismay as by Wilde's pose with lily.



RUDYARD KIPLING, about time he went to see Boer War, was pictured as jut-chinned, shaggy, aggressively outdoors man.



WINSTON CHURCHILL, who was caricatured as an indomitable young statesman in 1907, sent Sir Max an affectionate greeting on his 80th birthday.



# Fashioned for the Future...



*Le Sabre—General Motors Experimental Car*

**STYLED FOR THE FUTURE**—with the long, sleek, sweeping lines of a jet aircraft. Only 36¼ inches from cowl to road, and 50 inches high with top up, Le Sabre has a remarkably low center of gravity.

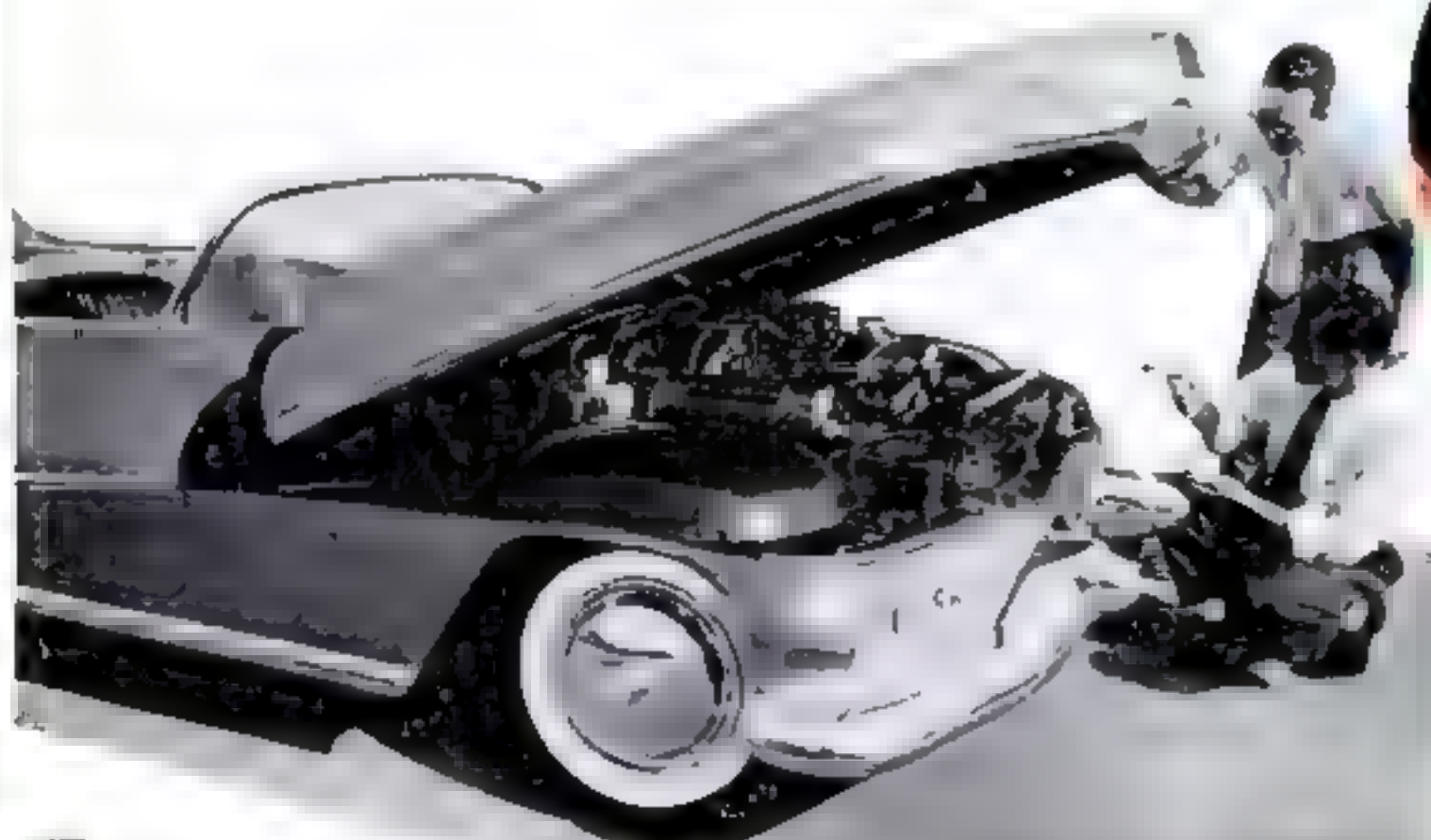
## WHAT will tomorrow's motor car be like?

Although this thought-provoking question has no complete answer, motorists can find many indications of a very wonderful tomorrow in the spectacular experimental car—*Le Sabre*.

It's fashioned for the future in every way—in styling, in comfort, in convenience. It's powered for the future, too—with a mighty 335-horsepower engine that provides smooth, spirited performance unlike any the world has known before.

To spark the Le Sabre power plant, engineers selected AC Spark Plugs. Exhaustive tests proved that AC's patented **CORALOX** Insulator best withstood the extreme temperature and high compression developed in this ultra-modern, high-powered engine.

What all this adds up to—for today's motoring and tomorrow's—is better spark plug performance. Insist upon ACs for your car.



**FEATURES OF THE FUTURE**—rain-drops falling between the seats automatically raise windows and top. Rubberized fuel tanks, aircraft type instruments, hydraulic jacks and electrical seat warmers are other Le Sabre innovations.

PATENTED  
**CORALOX**  
INSULATOR

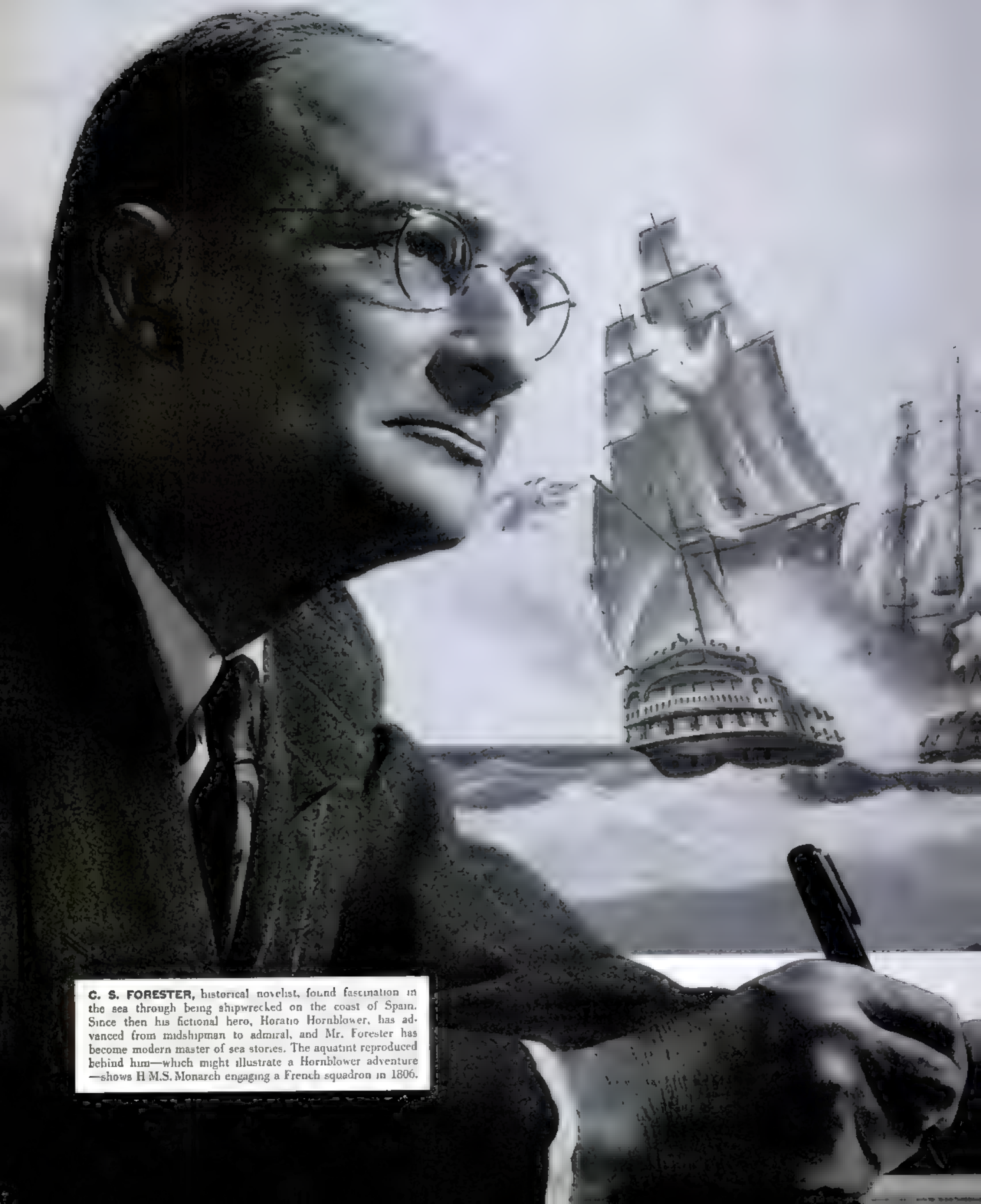
**POWERED FOR THE FUTURE**—with a super-charged, 335-horsepower V-8 engine having a 10 to 1 compression ratio. Dual fuel system utilizes a combination of standard premium fuels and methyl alcohol for extra power boost.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



# How would you put a glass of



**C. S. FORESTER**, historical novelist, found fascination in the sea through being shipwrecked on the coast of Spain. Since then his fictional hero, Horatio Hornblower, has advanced from midshipman to admiral, and Mr. Forester has become modern master of sea stories. The aquatint reproduced behind him—which might illustrate a Hornblower adventure—shows H.M.S. Monarch engaging a French squadron in 1806.



# Ballantine Ale into words?

Here, the writer of the famous  
Horatio Hornblower stories has a try at it...

## C.S. Forester

There's always a first time for everything,  
and I still remember my first Ballantine Ale.

I had ordered my first kleines helles in  
Munich, my first Bock in Paris. As a rather  
bewildered young man in New York, I did a  
two-hour sight-seeing tour before being  
shipped to Hollywood, and in the half-hour  
before my train was to go, I had my first  
Ballantine Ale.

So my first recollection of Ballantine is  
linked with the Port of New York, the Empire  
State Building, and Grand Central Station.  
All of them were different from anything  
that had ever come into my experience - and  
all of them great.

Even then, I realized that the flavor of  
Ballantine Ale was unique. I thought it  
better than any brew I had met in Europe's  
most famous beer gardens. I still do.

*C.S. Forester*



More people  
like it...

More people  
buy it...

than any  
other ale...

...by Four  
to One!

# BALLANTINE

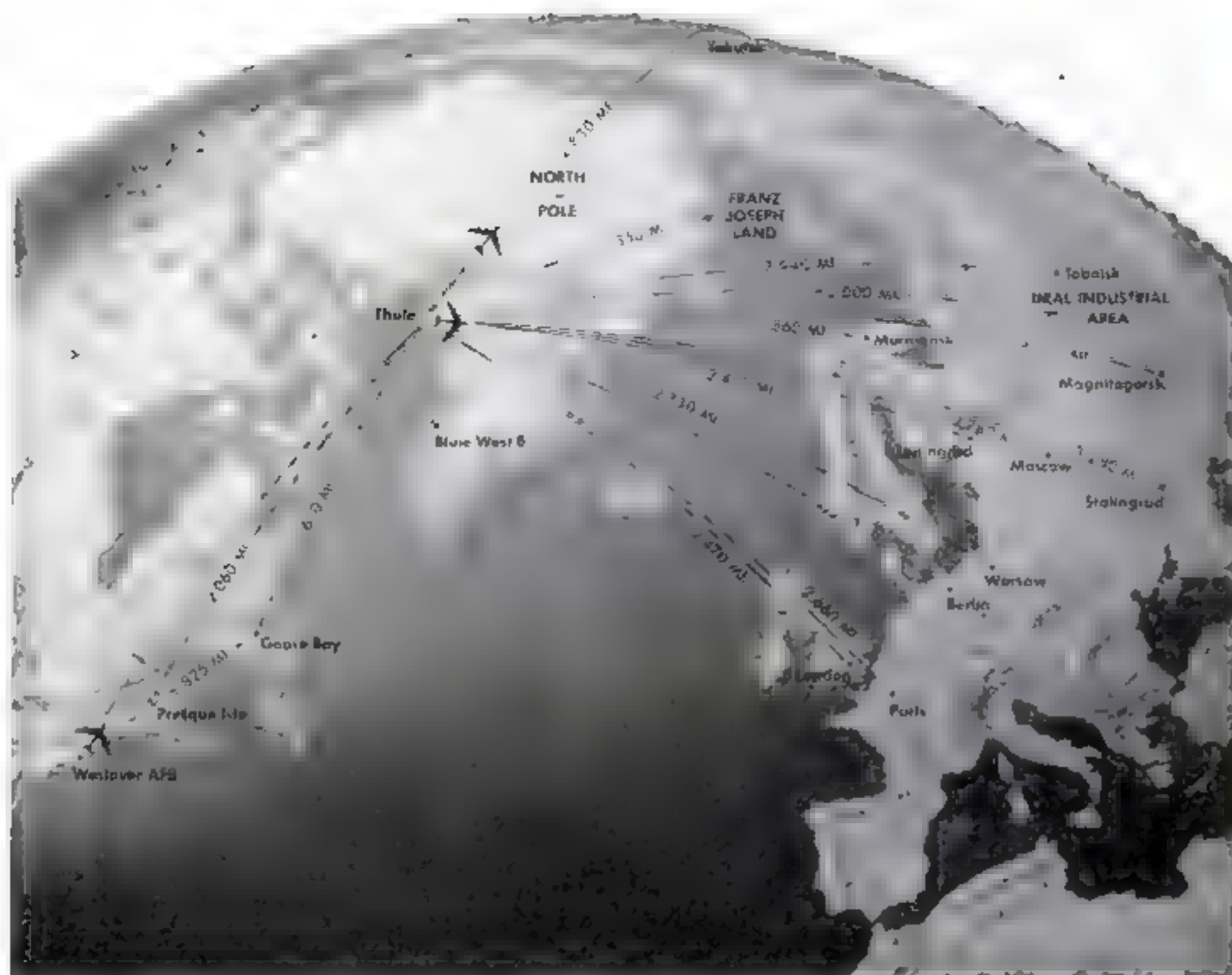


# ALE

Since 1840

P. Ballantine & Sons, Newark, N.J.





CROWDED BAY, CROWDED BEACH were state-  
ar! sights at North Star Bay. On Aug. 2, 1951

# BIRTH OF A BASE

Now U.S. can be told of the huge effort  
to build 'Blue Jay' in northern Greenland

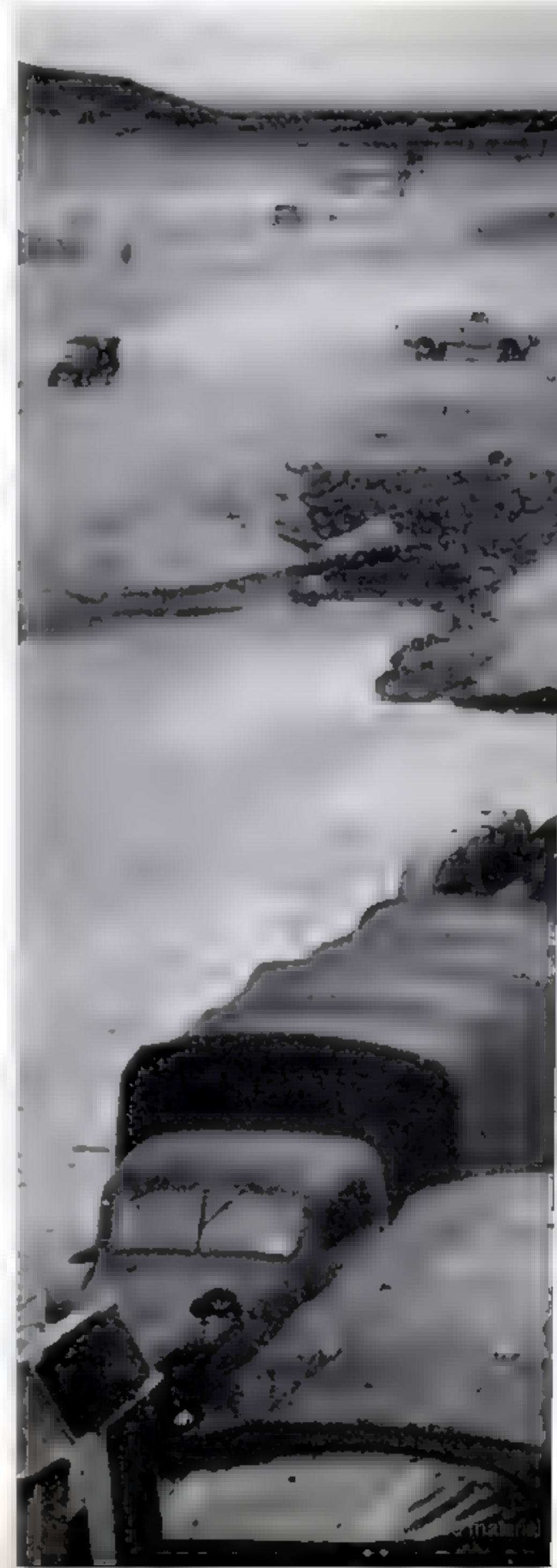
This week the Defense Department gave the public the first detailed announcement of the nation's biggest secret military operation since the mounting of the Normandy invasion: the establishment on Greenland, only 900 miles from the North Pole, of a full-scale, year-around base for big bombers. Construction of Thule (pronounced Too-ley) Air Base was begun 18 months ago, shrouded in official secrecy and designated only by the enigmatic title, Operation Blue Jay. Thule is a modern engineering miracle, but, far more important, it is a strategically priceless arm in the U.S. panoply of defense, a guardian that looks steadily over the top of the world (map above) down into Russia, whose industrial heart is only 3,000 miles away (five hours' flying time in a jet bomber). The base stands in a rock-strewn valley so close to Russian soil (1,300 miles) that Russian radio interferes with the frequencies of the ships coming into North Star Bay, Thule's harbor. It consists of a 10,000-foot airstrip and 480 acres of snug barracks, bright orange fuel tanks, warehouses and heated hangars only a dozen miles from the 10,000-foot ice mountain of the Greenland Icecap. The Russians are rumored to have set up a counterpart to Thule somewhere in Franz Josef Land.

Until 18 months ago Thule (its name comes from the Latin *ultima thule* meaning "farthest

possible limit") was a joint U.S.-Danish weather station, Greenland being a Danish colony. It consisted of 18 weather observers, eight small buildings and a modest airstrip. Then in March 1951 there descended on it from out of the eerie Arctic twilight an airborne task force which carried with it, among other things, a 29,000-pound shovel, the heaviest piece of equipment ever to be airlifted. This initial force of 600 men prepared the way for the major "Normandy-on-ice" invasion of some 7,500 which sailed unostentatiously from Norfolk in June 1951 without its men knowing where they were going.

Then Blue Jay ran into the first of what was to prove a series of enormous obstacles and acute discomforts. Winter ice in Baffin Bay and especially in North Star Bay (upper right) was heavier than it had ever been in the memory of any living Eskimo. For days the ships were ice-locked. Their arrival had been scheduled for June 23; they got there July 9 (see cover). Still, when they departed in September, leaving a forlorn 400 to man the base through the sunless winter, a lot had been accomplished.

This summer, except for finishing touches, the base was completed; Thule today is ready for operations. On the following pages there appears the first complete picture story of how, and by whom, this herculean job was done.







drifts (above) still hindered navigation. Earlier, icebergs were so numerous they jammed 36 ships into

anchorage suitable for only 20. Ice damage caused 250 propeller changes. Still, the Army unloaded an

average of 3,386 tons a day for 11 days. Below, an LST load of trucks and decks hits the beach.







FROM LEFT TO RIGHT: FINLETTER, PICK AND BALCHEN

## FIRST STEP WAS TOUGH

Thule was first conceived as an air base by Bernt Balchen, famed Arctic flier, and Knud Rasmussen, the late explorer. The two met one night in 1927 in a New York speakeasy shortly after Lindbergh had flown the Atlantic. Balchen declared the Arctic would one day have air bases. Rasmussen said a good one could be at Thule, an outpost he himself had founded.

Balchen never forgot the discussion. Two years ago he sold the idea to Air Secretary Thomas Finletter who asked Lieut. General Lewis A. Pick, Chief of Army Engineers, if it was feasible. Pick, who built the famed Ledo Road in World War II, said yes. Peter Kiewit of Omaha headed up a group of contractors to do the job. Six months later the ice-delayed first convoy of civilian workers and Army Transportation Corps GIs landed on the dreary Greenland beach and pioneered many engineering firsts, among them a floating fuel hose running from ships to temporary tanks. The hose was later replaced by an underwater one (opposite) and the tanks by permanent ones. LSTs were sunk as temporary piers. By Aug. 14 they had been replaced by a full-fledged 1,000-foot pier. Meanwhile the pioneers "commuted" dangerously through the ice and fog between shore and the barracks ships. By early September, when ships had to leave or be ice-locked for the winter, the first stage was accomplished.



BLINKER to send messages to ships in bay was used by the beachmaster's communications headquarters.



THE CONVOY was deep-frozen in the ice during the 1951 trip up. Icebreakers presently opened up lanes

and, once in the bay, worked at cutting up icebergs so they could be towed out of the way of shipping.



WINTER-GARBED GIs debark from their landing ship and get their first look at the new post (above).

Below, capped and badged civilian employees of the four construction firms commute by boat to the job.







**FROGMEN** of Navy Underwater Demolition Team replace gasket in underwater fuel hose running from ship to tank. A derrick's cables hold hose above water

Men were flown up to dynamite icebergs. For relaxation, they performed a cold-water swim test. Four of them swam a mile in 56 minutes. Water temperature: 47°.





EMERGENCY SHELTER HAS CABLES TO WHICH APPROACHING MEN CLING IN HIGH WINDS



THIS IS THE SUNLIGHT OF AN OCTOBER DAY AT THULE. REPETITIVE EXPOSURES OF



**PERMAFROST**, newly bored by the earth movers, begins to thaw in the mild warmth of a July sun.

## PERMAFROST IS NEW

While ice, fog, cold and dark made the building of Thule a monumental task, Blue Jay's men also faced a unique obstacle to construction called permafrost. This is the permanently frozen ground which, congealed to rocklike hardness by eons of primeval cold, lies about four feet below the surface. When an ordinary building is erected on it and lived in, the building's warmth gradually thaws the

permafrost and the foundations sink. Consequently Thule's lighter buildings had to be erected on wooden, non-heat-inducting stilts to insulate them and then were anchored with concrete weights to prevent their being blown away by the region's hurricane winds.

Heavier structures like the huge bomber hangars and machine shops posed even bigger problems however; their steel frames had not







THE LOW-LYING SUN SHOW IT (FROM LEFT TO RIGHT) AT SUNRISE (WHICH COMES AT 7:38) AND THEN AT EVERY HOUR THEREAFTER THROUGH 2:38 P.M. IT SET 40 MINUTES LATER

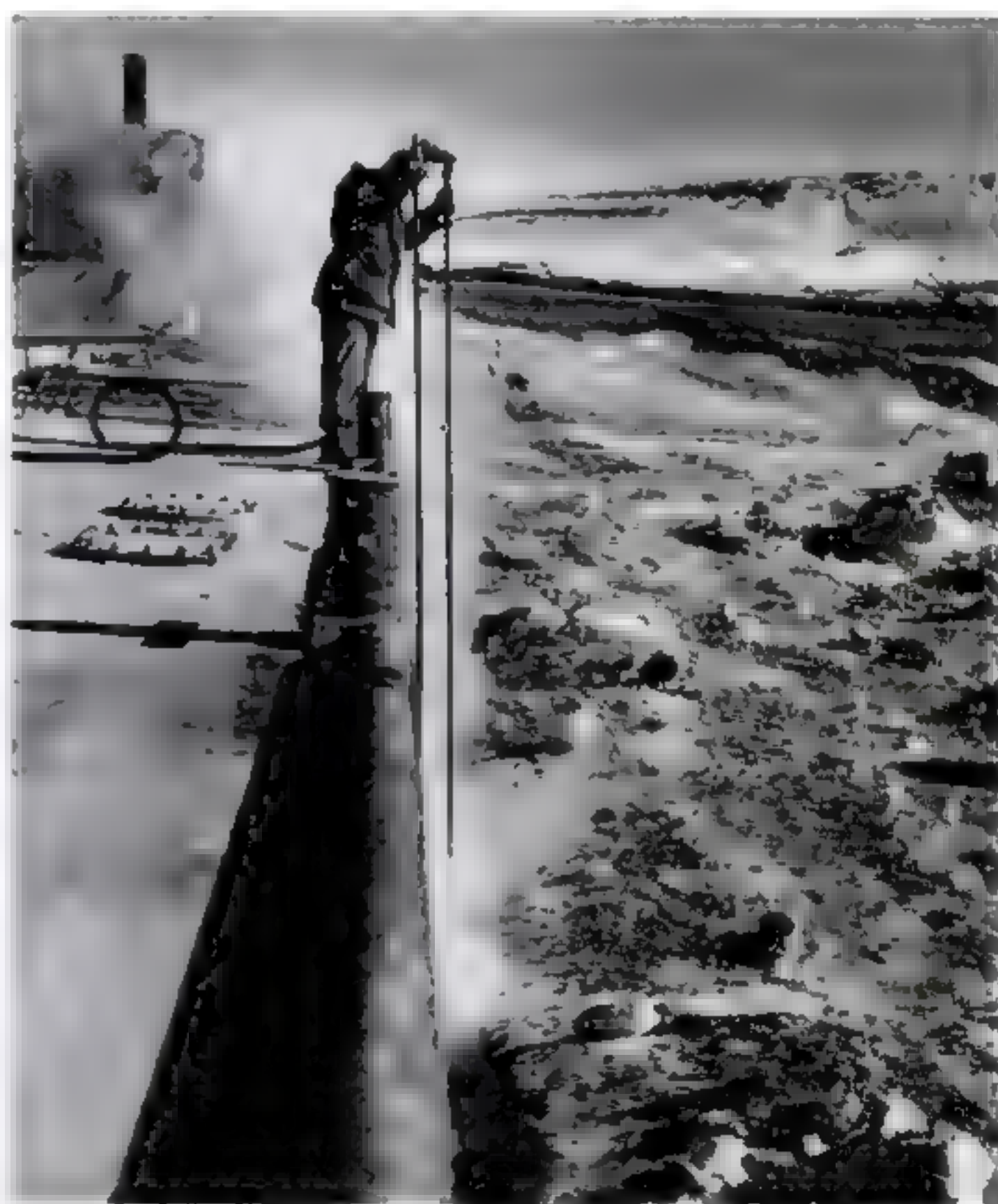
## WORD FOR TROUBLE

only to rest on wooden pilings (*below*) but their floors had to be insulated from the ground by thousands of feet of hollow 12-inch pipe, closed in summer to keep the warm air out and opened in winter to let the cold air in. The fresh water, distilled in the largest salt water distillery plant in the world, cannot be piped to individual barracks because of the cold. It must be delivered to each one by truck.

In spite of these difficulties, the building at Thule went forward in an organized flurry of digging and dynamiting. The talus slopes—talus is slide rock from the hills—shook to the vibration of dump trucks, earth movers and 100-ton earth compactors. In two short summers Operation Blue Jay transformed a windy treeless Arctic wasteland into the snug, well-equipped base shown on the following pages.



**GAG SIGN** was put up by some of the workmen in tribute to the archenemy of construction at Thule.



**LIVE STEAM** carried by a double pipe is directed against the ice that lines one of Thule's "finger" piers to melt it and permit the approach of small boats.

**WOODEN STILTS** for new buildings, necessary because of permafrost, jut from light snow at Thule.





VIEW OF PART OF THE THULE INSTALLATION—AS MUCH AS MILITARY SECURITY PERMITS TO BE PUBLISHED—SHOWS ATTWELL OR ARCTIC-TYPE HUTS (UPPER FAR LEFT), CRATES



MORASS of half-thawed earth, beginnings of the runway, was still being worked over by earth movers in July 1951. Over this layers of crushed stone were strewn.



TWO MONTHS LATER the site shown in picture at left had been covered with crushed rock and was being leveled by big rollers into a smooth landing strip.

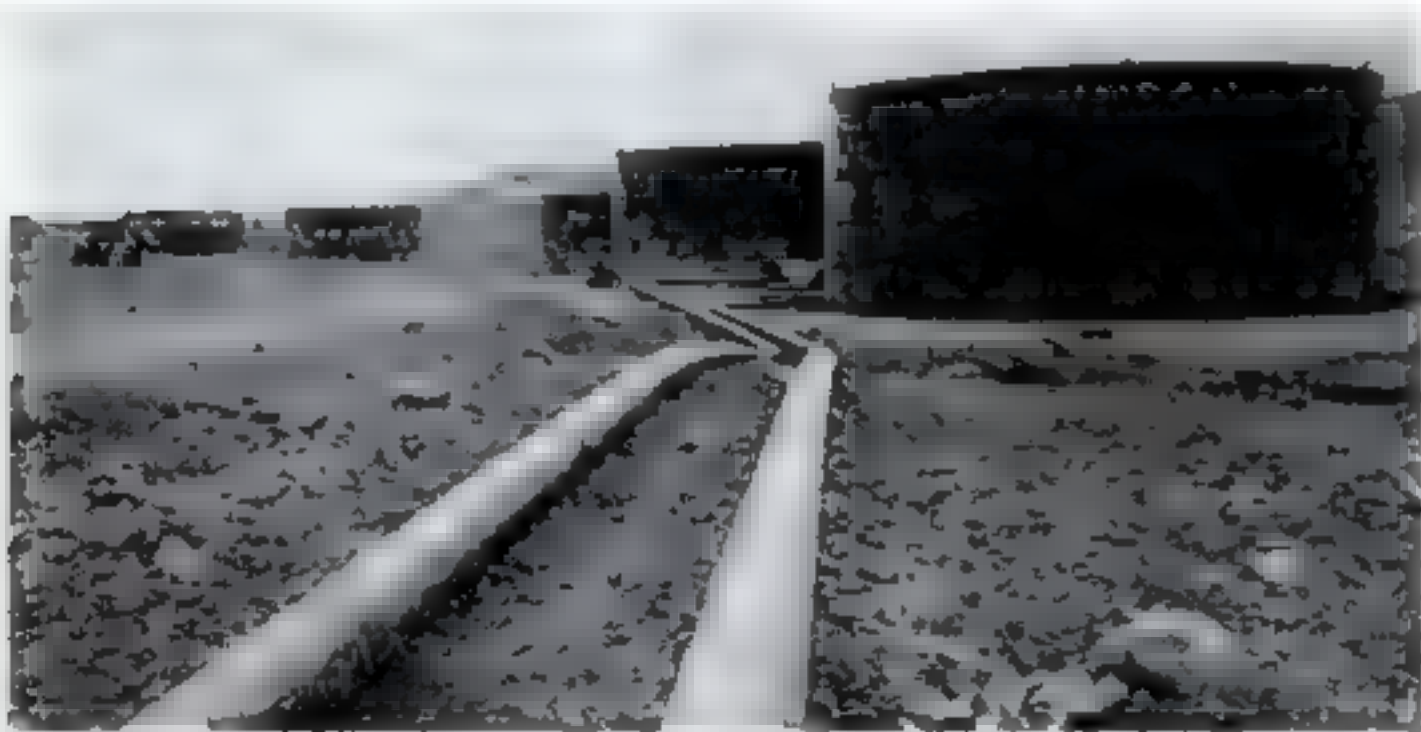


THE SALT WATER DISTILLING PLANT GOES UP (BUILDINGS AT FAR RIGHT) ON THULE'S ASTRO POINT, ITS HUGE INTAKE PIPE EXTENDING OUT INTO NORTH STAR BAY (LEFT)





OF INSULATED PANELS FOR HOUSING (BELOW THEM) AND (LEFT FOREGROUND) STACKS OF OIL DRUMS. FAR RIGHT: PILED GRAVEL USED FOR ROADS AND INSULATING BUILDINGS



**FUEL LINES** are run above the surface due to the difficulty of excavating permafrost. So do the steam lines that carry heat to the buildings from boiler plants.



**THE FIRST PLANE**, a C-124, roared off the runway Sept. 11, 1951. In winter flying is good but in summer, fog-induced by relatively warm weather, is a hazard.



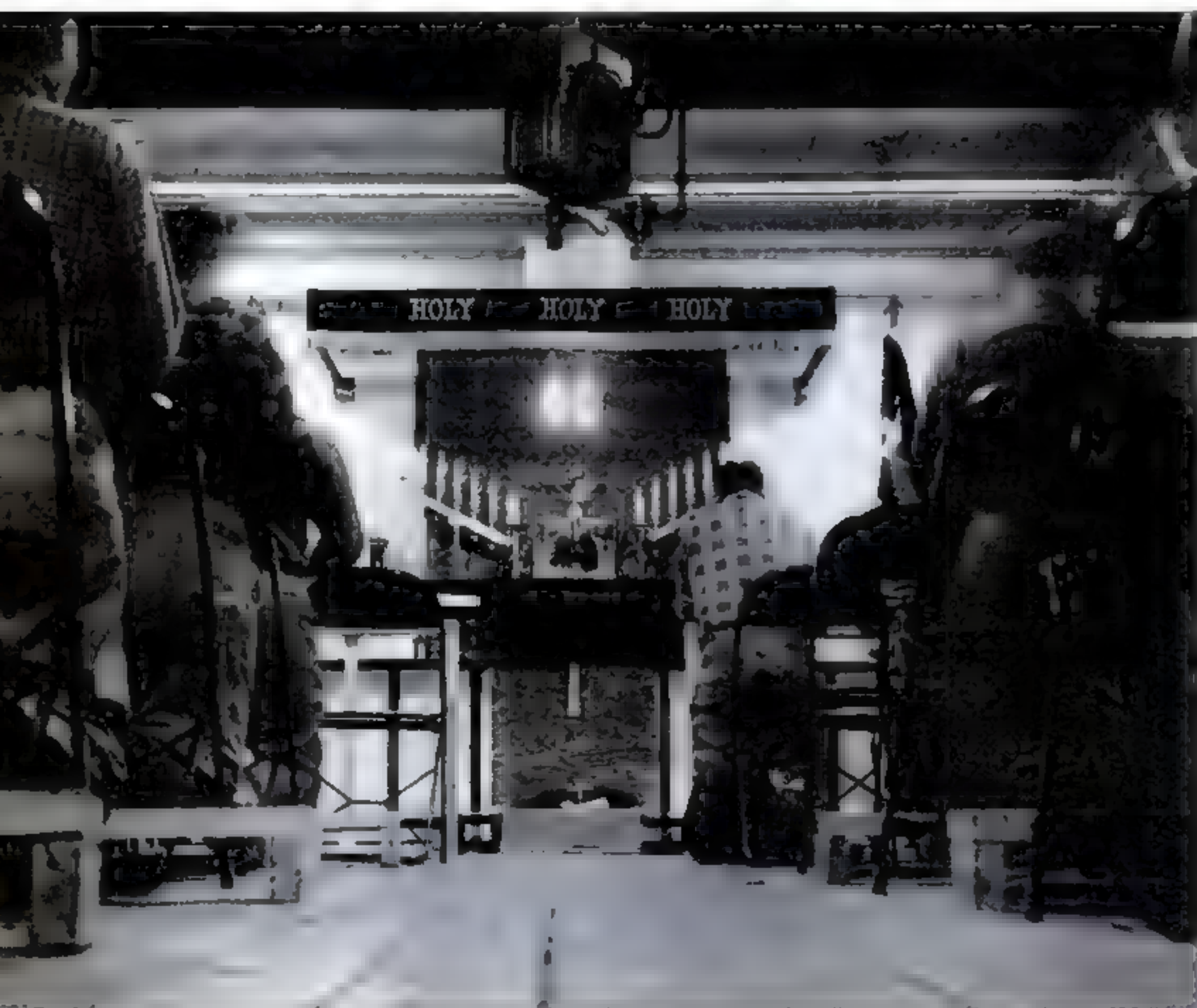
DESPITE THE DISTILLING PLANT'S SIZE, THE WATER AT THULE IS USED TWICE, FIRST FOR WASHING AND THEN, RETAINED IN SEPARATE TANKS, FOR FLUSHING THE TOILETS





**BASEBALL** is a minor amusement at Thule, which can host the world's northernmost league. Players

wear T-shirts but spectators need pockets. This is at Pkikut Eskimo game for the victory Boulevard.



**RELIGIOUS SERVICES** include Catholic (since St Joseph's Church), Protestant and Jewish, and they

are well attended. Checkered shirts such as that worn by worshiper at right are standard dress at Thule.



NEIGHBOR OOTAH WENT TO POLE WITH PEARY IN 1909

## ITS MAKERS ARE PROUD

For a place open to shipping only 70 days out of the year, Thule has made fantastic progress in which the workmen take justifiable pride (opposite page). The joys are gone when a workman, confronted with the long uncertain journey through floating ice to a barrack ship, often chase to "hot bunk" and a bunk in an Attwell but just vacated by a fellow. By now Thule has progressed to civilized amenities like basketball and church services (left and following pages). The progress has won growing up tribute from nearby Eskimos, one remarked the Eskimos could have done what the white man had but they saw no sense in it. A more realistic view of Thule's continuing growth came from a workman: "When you come out to go to work in the morning you have to look around at the new buildings and figure out where you are."



**ESKIMO DOGS** became pets of workmen but were not needed for transportation in mechanized Thule.





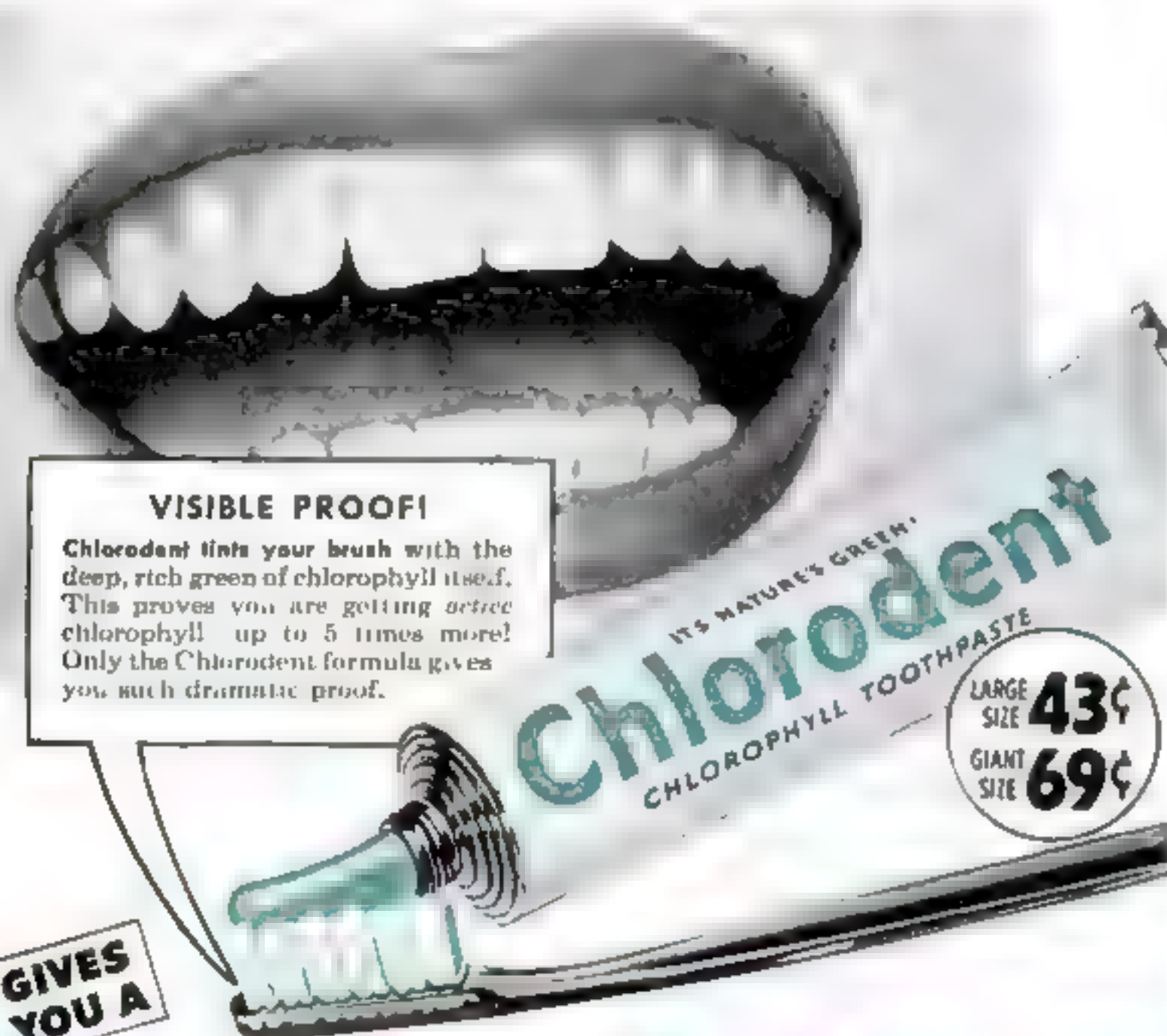
**CONSTRUCTION GANG** of one contracting company poses for a group portrait before a sample of the fuel storage tanks it built. The men "one tank a day" rate

of building won them respect as "supermen" even among Teule's construction veterans. Exact number and capacity of tanks they built is restricted information.



# Get 5 times more active chlorophyll!

A chlorophyll toothpaste can do wonders—if it contains enough active chlorophyll. Chlorodent gives you up to 5 times more active chlorophyll!



## VISIBLE PROOF!

Chlorodent tints your brush with the deep, rich green of chlorophyll itself. This proves you are getting active chlorophyll up to 5 times more! Only the Chlorodent formula gives you such dramatic proof.

IT'S NATURE'S GREEN!  
**Chlorodent**  
CHLOROPHYLL TOOTHPASTE

LARGE SIZE 43¢  
GIANT SIZE 69¢

# Clean Fresh Mouth All Day Long!

To have a clean, fresh mouth all day, insist on *Chlorodent*. It gives you up to 5 times more active chlorophyll... you can be sure you're getting chlorophyll's miracle benefits.

## New freedom from MOUTH ODORS!

In hundreds of tests, *Chlorodent* stopped mouth odor for hours... far longer than white toothpaste. By using *Chlorodent* regularly—preferably after meals—you can be free of mouth odor all day!

## Keeps teeth CLEANEST!

Leading dental scientists tested major dentifrices—chlorophyll, ammoniated and regular. Actual color photos proved that *Chlorodent's* cleansing agent was the most effective!

## Half of all tooth losses caused by GUM TROUBLE!

It pays to remember that *Chlorodent* promotes the growth of firm, healthy-pink tissue. If you have tender gums, you will want to see your dentist and use *Chlorodent* for its fast relief of this condition.

## Fights TOOTH DECAY!

*Chlorodent* reduces the amount of mouth acids formed that "eat" into tooth enamel... and the bacteria which cause them. And *Chlorodent* keeps teeth so clean that bacteria find it difficult to multiply. No other toothpaste offers better protection.

No other dentifrice maker can offer you all these benefits. That's because the *Chlorodent* active-chlorophyll formula is patented (Pat. No. 2216816). So be sure to ask for *Chlorodent* by name!

## In tooth powder, too!

You can get the miracle benefits of *Chlorodent* also in tooth powder. Cool, fresh flavor. Ask for *Chlorodent Chlorophyll Tooth Powder* today.

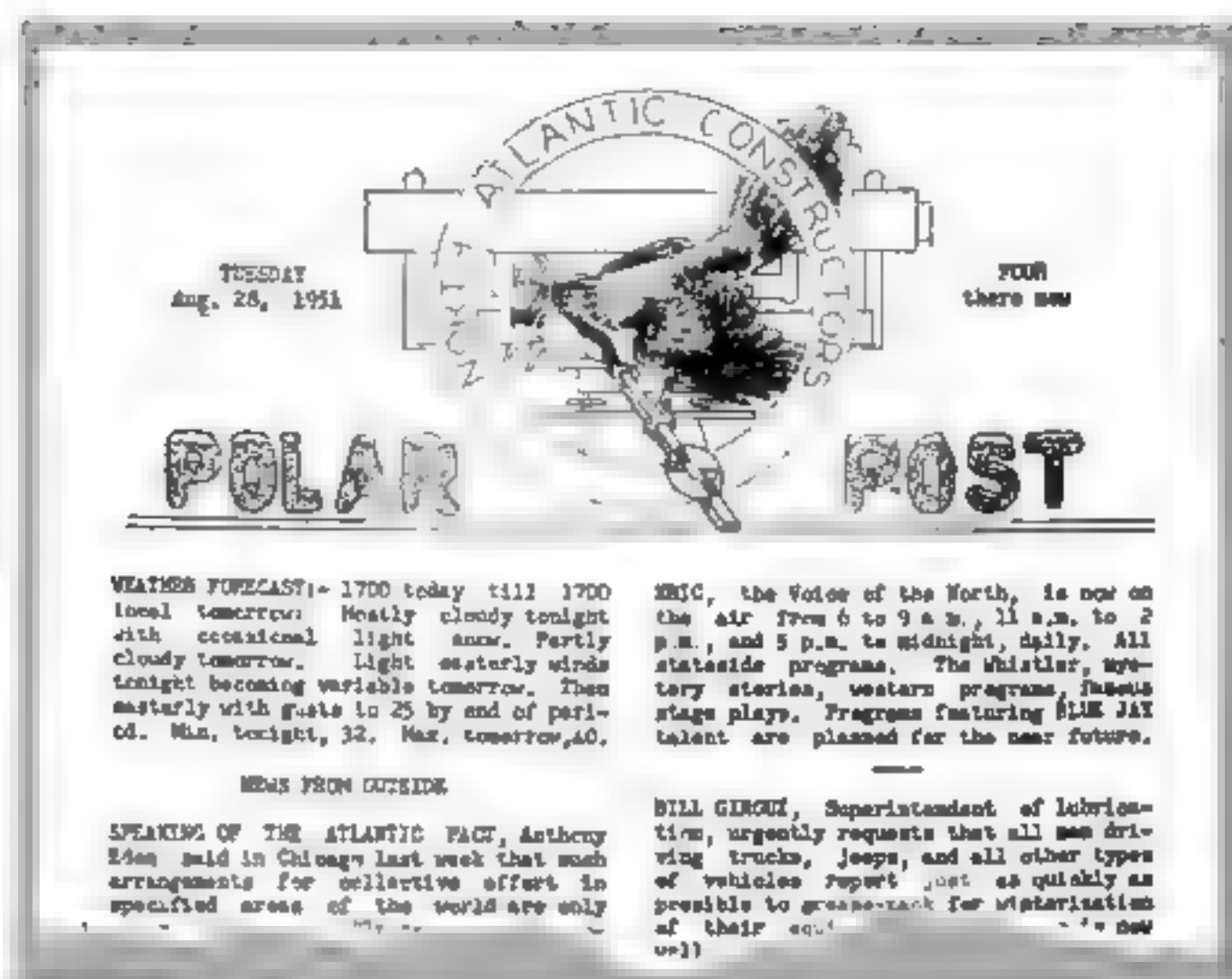


## UNCONDITIONAL GUARANTEE

We think you'll find *Chlorodent* the finest dentifrice you ever used. If you don't agree, return unused portion to Lever Brothers Company, New York. We'll refund purchase price plus postage!

# Chlorodent

WORLD'S LARGEST-SELLING CHLOROPHYLL TOOTHPASTE



THE LOCAL PAPER, a mimeographed daily, contains digests of stateside news, stories about Thule life, local baseball scores and radio programs.

## \$1,500 A MONTH, NO PLACE TO GO

Thule has a newspaper, Red radio, music lessons, and wonderful health

by BILL BRINKLEY

The men who carried out Operation Blue Jay are almost certainly the toughest, ablest, smartest—and currently the healthiest—construction gang in U.S. history. Many are Army Transportation and Engineer Corps GIs. But the majority of the 8,500-man work force are civilians, recruited in secret at Rosemount, a suburb of Saint Paul in the "cold states" belt.

When hiring for the job began in April 1951 the applicants were told only that they would be going overseas and to a very cold climate. They were given extraordinary health, mental and aptitude tests, which were realistic to the point of requiring carpenters to put up a cold-storage barracks building exactly as they would have to do at Thule. All skills were recruited, including chefs, laundrymen, a full-time musical instructor and a restaurant man to run the mess hall. This last turned out to be a veteran restaurateur who usually follows the hotel season north in summer and south in winter, and so last summer went about as far as a seasonal restaurant man ought to go.

Until sailing time the recruits were paid \$4 a day stand-by pay so they would not hire out elsewhere. Once aboard ship, their full pay began. At first glance Thule's wage scales appear fantastically generous. Fifteen hundred dollars a month is not unusual; even janitors draw \$226.95 a week. One man, whose ship was long delayed by the ice floe, received a total of \$1,079 for his first three days' labor when he finally got to work. Out of these paychecks the workers return \$5.75 per day which covers board, room and laundry.

However, before the taxpayer starts writing indignant letters to his congressman he would do well to recall that for most of the brawny men of Blue Jay this pay lasts for only the summer work season—about five months in all, including transportation time. On the job they work 10-hour days, seven days a week. Most of them are veterans of worldwide construction jobs in places like Okinawa, Guam, Alaska, South and Central America. Even so, for reasons outlined in the previous pages, they found the job at Blue Jay tougher in many respects than anything that they had previously tackled.

For those who arrived early or stayed during the whole year Blue Jay was an inhumanly cold, windy nightmare of four months' continuous darkness, which disrupted their normal sleeping schedules. Temperatures of  $-60^{\circ}$  were common and winds blew up to





glamour way to end garter runs forever...

the new **NYLACE TOP** on

sheer sheer

# Berkshire

## stockings

Exclusive news, wonderful news . . .  
these Berkshires with the lacy  
textured top of Nylace, magical nylon-  
knit that can't ever run! Flexes easily  
as you stoop, stretch, stride . . . to  
eliminate all run-causing garter strain.  
Feels so much more comfortable *and*  
gives your sheerer-looking, longer-  
wearing Berkshire Stockings  
more glamour life than  
ever before!

JEWELRY BY DAY D WEBB





The EXTRA YEARS make the DIFFERENCE  
in the great Bourbon Taste  
and Character of **OLD  
HICKORY**  
STRAIGHT **BOURBON** WHISKY



# SLEEP...



without Heartburn,  
Acid Indigestion

# TUMS

If acid indigestion keeps you awake, take TUMS. Almost instantly TUMS neutralize excess acids; soothe and sweeten your stomach. Then you'll sleep the sound, natural, restful sleep that follows TUMS. There's no acid rebound from TUMS to awaken you later.

• still only 10¢ a roll



FOR THE  
TUMMY

GUARANTEED TO CONTAIN NO SODA

## Keepsake WEDDING SETS



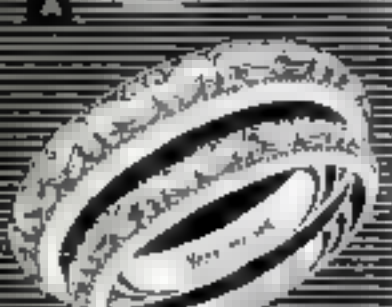
For the wedding...and forever

For your double-ring ceremony choose Keepsake Wedding Sets... famous for fine quality, skillfully wrought for timeless beauty.

Yours to choose from in many superb styles at your Keepsake Jeweler's.



A. HEATHER Matching Wedding Rings \$20 and 12.50



B. "MEDALLION" Matching Wedding Rings \$25 and 20



C. "SHERWIN" Matching Wedding Rings \$75 and 20

\*White gold inlaid on natural 14 K. Matching wedding rings are fabric in natural or white gold.

See Keepsake Diamond Rings on page 49  
A. H. POND CO., INC. SYRACUSE 2, N. Y.



**SAFETY SIGNS**, such as this on Mess Hall One, are now a part of the landscape, help reduce accidents.

### BLUE JAY CONTINUED

150 mph. Cables were rigged between buildings and even seasoned construction workers had to hold onto them to avoid being blown across the frozen tundra. In winter northern Greenland gets so cold that cold-storage lockers for meat and other foods have to be heated up to their normal temperature of 10°, and motors of trucks and earth movers are run continuously, even when not in use, for fear that, once they have stopped, it may not be possible to start them again until summer. Indeed northern Greenland is so cold that Eskimos who have lived all their lives in it are remarkably sensitive to "normal" warmth. When one Eskimo fell ill and was taken into the hospital at Thule where a 70° temperature was maintained, he had to be given repeated cold showers during his treatment in order to be at all comfortable. (He repaid this benefaction by singing Eskimo hunting songs to whoever would listen.)

Blue Jay's men discovered that they could work for only an hour or two at a time in the bitter dark of winter. Then they had to return to warmth and shelter for a rest before going out again. In such cold, steel and rubber become brittle, equipment breakdowns are frequent, often necessitating desperate improvisation, and a man's alertness and efficiency drop dangerously. However, thus far civilian casualties have been held to two deaths and 92 injuries, many of which were minor.

In the summer when the weather was milder, the men's sleeping schedules were also disrupted, this time by the continual daylight. And there were a multitude of other, if minor, aggravations. Until a plant for distilling fresh water from salt was completed, the men were mainly dependent on melted ice for water, which proved so extraordinarily hard that washing up was a nuisance and mess trays had to be scrubbed four times.

The government has tried to ease this rugged regimen with a comprehensive recreational program. Thule has a gymnasium complete with bar bells, wrestling mats and parallel bars, where construction men whose muscular jobs do not give them all the exercise they desire can engage in a course in body building. The gym is very popular. Musical instruments and lessons from the instructor are available for all who want them. Swing bands have been

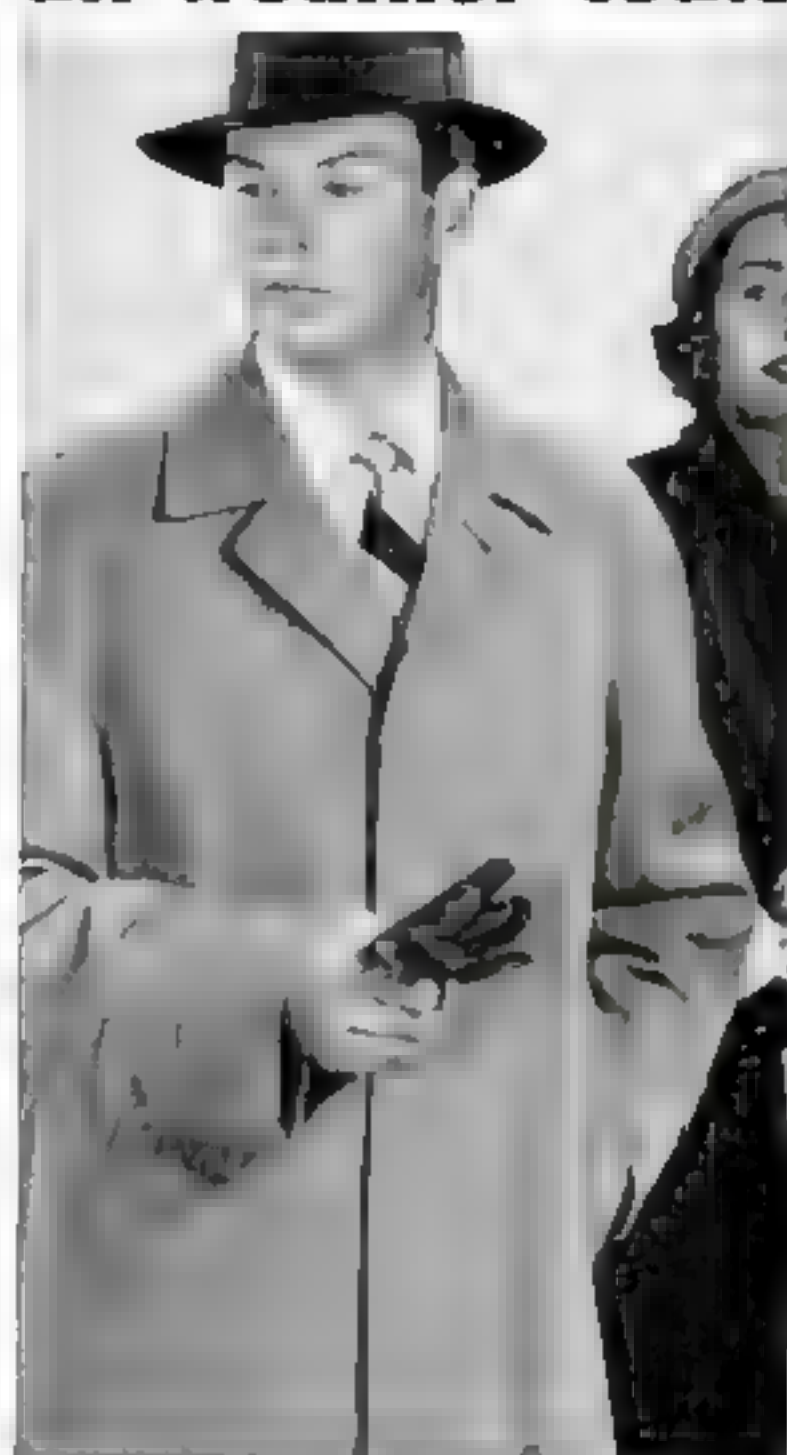
CONTINUED ON NEXT PAGE



**STANDARD CLOTHING** of workmen during the winter includes heavy long Johns, draw-string pants, Eskimo-type moccasins, parkas, ribbed-sole shoes.

discover why men like you have made

## Alligator the most famous all-weather coats



Gold label all wool worsted gaberdine \$39.75

When you wear an Alligator coat, you are in distinguished company. Men who set the pace and the fashion all over America have nominated Alligator their favorite, for good taste, superlative quality and outstanding value. Styled with comfort in mind, these coats of exclusive Alligator fabrics... water repellent or waterproof... see you handsomely through any day, any weather. CHOOSE YOURS IN YOUR FAVORITE FABRIC, COLOR AND MODEL, FROM \$8.50 TO \$59.75.



**FLANGOR CHECKS.** Smart, new multi-color pattern with famous Alligator styling for casual comfort in any weather. Water repellent. \$25.75

**RAYON GABARDINE.** High count, strong, two-ply yarns throughout—it's the perfect blend of rayon and acetate. Has the drape of worsted. Water repellent. \$17.75



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THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES





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### THOROUGH, SATISFYING RELIEF FOR ALL AGES

**Don't Punish Your Children—Or Yourself**—with bad-tasting, "hurry-up" cathartics; vitamin-robbing oils; irritating roughage, or slow-moving bulk preparations. Instead change to Ex-Lax, America's best-tasting laxative, for thorough, timely, satisfying relief. No stomach upset. No distressing irritation. No embarrassing urgency. Sleep undisturbed!

**The Ex-lax Way Is The Easy Way!** Easy to take—easy on you. Good tasting as any piece of chocolate you ever ate. Children love it. Ex-Lax never "gets tough" with you. It's mild and gentle. Only the comfortable relief you enjoy makes you aware you have taken a laxative!

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dient has been proved by years of scientific research and clinical experience. Over the years, more millions of people, young and old, have taken Ex-Lax than any other laxative in modern medical history. Next time—for thorough, satisfying relief—change to Ex-Lax—America's best-tasting laxative—and notice the change in yourself!

Purse-size

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**Don't miss "THE DOCTOR'S WIFE"**  
Every day on NBC... Mon. thru Fri.



### DON'T SIT THERE AND BAKE!

You'll love the speedy way soothing, refreshing Dr. Scholl's Foot Powder relieves your sore, hot, burning, sensitive, tired feet! Eases new or tight shoes; helps prevent Athlete's Foot. Get Dr. Scholl's Foot Powder today! It's really wonderful. Sold everywhere.



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you've included  
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**FAMOUS RY-KRISP  
REDUCING PLAN  
ON EVERY PACKAGE**



**HOT JAZZ BANDS** are loud and numerous. One plays during each beer session in Guffey's. The instruments, provided free, range from piccolos to tubas.

### BLUE JAY CONTINUED

formed and individual artists have blossomed by the dozens. A construction stiff puckered up over his piccolo lesson stands high among Thule's many unusual sights. So widespread, indeed, is the Arctic colony's interest in music that the instructor recently could put up the following grim sign of warning to his lyceum of Goliaths: "Any student missing one lesson without sufficient cause will be automatically canceled out."

Guffey's Tavern (the name stems from the "lots of guff" to be heard there) is also a center of interest, from 6 a.m. to 10 a.m. for the night shift, and 6 p.m. to 10 p.m. for the day crew. It serves only beer and a favorite recreation at Guffey's is demonstrating how one can crush an empty beer can in one hand. No hard liquor is permitted the workmen at Thule although occasionally Army officers bring in a bottle of bourbon and treat friends to a "Glacier cocktail," sometimes known also as an "Icecap." This is four fingers of whisky poured in a glass of ice that has been chipped from the nearby icecap. The ice's chemical composition is such that when mixed with whisky it fizzes much like soda water. But all social gatherings are strictly stag. Except for the two wives of the Danish and American chiefs of the weather station there are no women in the area at all.

During the summer months there is a 21-team softball league whose games are sometimes called because of fog but never because of darkness. Teams include the Frigid Digits (the refrigerator gang), who are currently the league leaders, the Wet Sox (laundry gang), the Little Siberians, the Dratsabs, the Pie-Eyed Pipers and the beach gang, who are known as the Sonsabeaches.

Regular radio programs are broadcast by a local transmitter with the name Station KBIC ("Kee-rist! but it's cold"), and unofficial radio entertainment is listening in to Russian propaganda broadcasts. Some workers swear they have heard one conducted by

CONTINUED ON PAGE 11



**GUFFEY'S TAVERN HOSPITALITY** consists mainly of rough benches, tables, pretzels and beer. House rule: beer may be purchased only one can at a time.





# THE CIDER MILL

Everything looked the same and yet everything might have been so different . . .

SOMETIMES, on crisp fall days, you can notice the sweet, rich smell of russet apples a good hundred yards before you come to Bailey's Cider Mill down on the Old County Road. It drifts out of the presses and hangs low over the ground and reminds you of Halloween and Thanksgiving and all of the good things of autumn rolled into one.

It reminded Harry Mason, driving back from a business trip to a neighboring town, of all those things and something more—that it would be a wonderful idea to take home some apples and a jug of Bailey's famous cider.

A few moments later he eased his car off the road and pulled to a stop at the side of the mill. It was the first time he had been there for some years, and after he got out of his car he stood and looked around him for a moment, refreshing his memory and trying to see if there were any signs of change.

Everything looked the same. The mill was as he

had always remembered it. The apple orchards looked full and orderly, as they always had. And the old Bailey homestead still sat on top of the knoll tranquil among the giant elms that surrounded it.

Harry Mason nodded thoughtfully. The whole place had an air of peace and permanence—and that was good. It was good because that was what Tom Bailey had worked for and planned for right up to the time of his death. Peace and permanence. Security for his wife Nora and his son Roger.

Tom Bailey had had a taste of insecurity in his own younger days, Harry remembered. His father had left the orchards and the mill to him so burdened with debts and mortgages and taxes that for several years it was touch and go whether Tom could keep the place at all. It took a lot of work—with a little luck thrown in—for him to get "out from under" and put the orchards on a paying basis.

Harry glanced up again at the old house on the

hill, recalling how he and Tom Bailey had sat there evenings making plans so the Baileys' security would not be jeopardized again. Enough life insurance to pay for help to keep the place running without digging into Nora's income from it. A separate New York Life policy for Roger's schooling. Some extra life insurance to take care of estate taxes and other obligations that might otherwise cause some of the land to be sold . . .

Yes, Harry thought, the old mill had an air of peace and permanence—and that was good. It was the thing Tom Bailey had sought for his family . . . and the thing Harry, as a New York Life agent, had helped others build for theirs. Harry smiled a little to himself as he turned and walked around to the broad doorway at the front of the mill.

**NEW YORK LIFE INSURANCE COMPANY**  
51 Madison Avenue, New York 10, N. Y.

*Naturally, names used in this story are fictitious.*



## AFTER SHAVING



## Dim's face shine

Neutral tint won't show on your face. Helps cover nicks, blemishes. Made for men, of imported Italian talc, micro-pulverized for fineness.

## AFTER BATHING



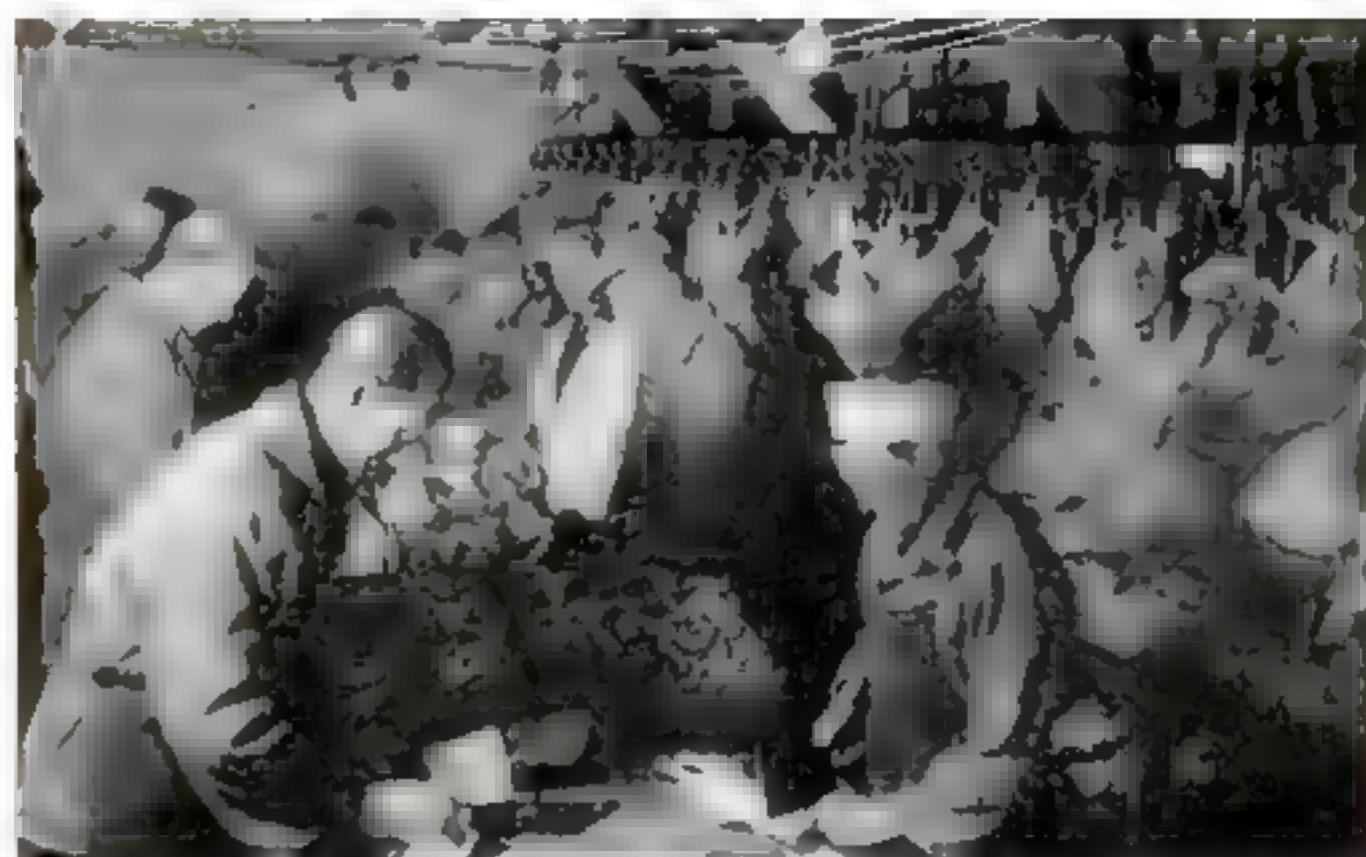
## Relieves body chafe

After every bath or shower, dust your body with this soothing, faintly-scented talc. Keeps you chafe-free and comfortable longer!

Make the finishing touch



Largest selling men's talc in America



**COLD STORAGE ROOMS** for meats are huge, manned by dozens of butchers. Stock includes turkeys, roasts in plenty. Fresh-tasting milk is also provided.

## BLUE JAY CONTINUED

Moscow Molly, a latterday counterpart of Tokyo Rose who alternately tries to frighten Thule's workers and make them dissatisfied.

Other amusements include pool, shuffleboard, a hobby shop, Spanish language classes, a soda fountain that supplies first-rate malteds, a Masonic Club and occasional tobogganing down the icy slopes in washtubs.

Thule also has its own newspaper, the *Polar Post*, "World's Northernmost Daily." A sampling of its items gives an insight into daily life on the talus slopes:

"Wanted: a name for Mess Hall #3, the palace of pleasure where you can buy a Hershey, drink a milkshake, see a movie, play pool or ping-pong, read a book, make a model, get a haircut, write a letter home, learn an instrument, lift a bar bell, meet your buddies. Also shoes repaired reasonable.

"Wanted: experienced dance drummer who reads. Rehearsal tonight at 8, Guffey's music room. Tenor sax man also needed.

"Arts and crafts: make a ring, tie-clasp, costume jewelry in a modern design . . . copper tooling is a fascinating diversion. Mess Hall #3 next to the barber shop. 6-11 a.m. and p.m. . . choose a hobby for your relaxing hours. . .

"Know your Blue Jay: The fine 'homemade' quality of the breads and pastries at Blue Jay are doubly impressive when you see the modern industrial layout of the bakery building. Here machines as industrial looking as those of any factory are used in preparing everything from huge loaves of bread to cookies of the most delicate flavor.

"The boys were making doughnuts when the *Polar Post* reporter dropped in. The pieces of dough are gently wafted down a warm bath of vegetable oil like pairs of rowboats on a lagoon, until they reach a slow-motion flipper in the middle which gently plops them over, so that the undone side is 'done' by the time the doughnut reaches the end of the line. There it is politely dropped onto a

CONTINUED ON PAGE 21



**BREAKFAST-SUPPER HOUR** comes simultaneously because of two shifts. Men on right side of table are eating supper, those on left are breakfasting.



"Good! I was afraid it would be just another dancing girl!"



Remember!  
In Rum  
it's

**RONRICO!**

BEST RUM BAR NONE

Ronrico Rums 86 and 151 Proof. Ronrico Corporation, San Juan, Puerto Rico. U.S. Rep. Import Div., McKesson & Robbins, Inc., N.Y.C. Copyright 1952 \*Reg. T.M.

**Tek**  
**29¢**





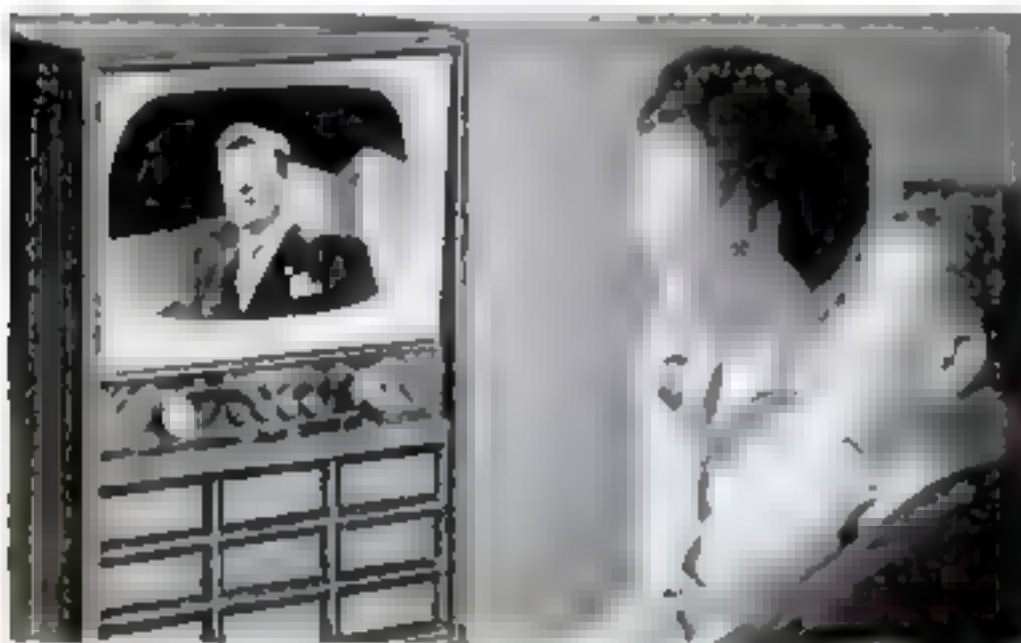
# CBS ENGINEERS

## Develop America's Most Advanced TV SET!

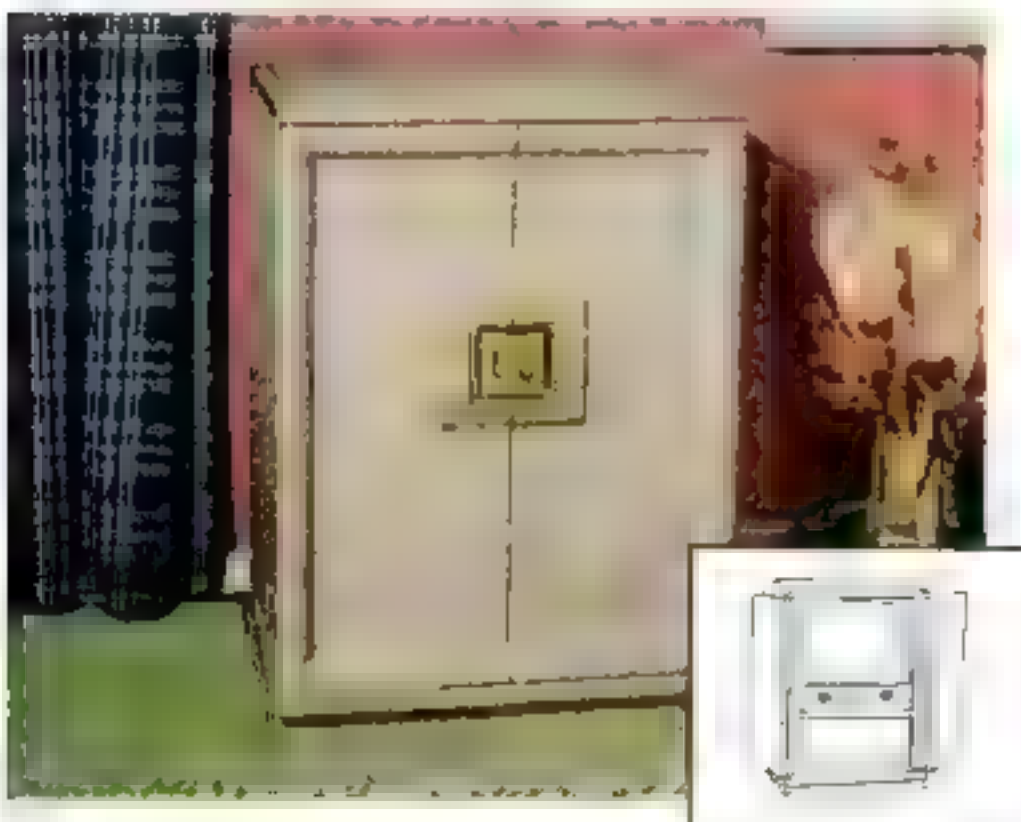
Studio-Sharp Pictures Achieved  
at Last on CBS-Columbia TV Sets



**IN THE STUDIO**, CBS showmanship, engineering and technical experience insure perfect *televiing* of your favorite programs.



**IN YOUR HOME**, CBS engineering insures studio-sharp reception on the exciting new CBS-Columbia TV Receiver.



**THE FUTURA**—21-inch picture; superbly designed blonde modern cabinet in select, rich, comb-grained oak.



**FEATURING THE EXCLUSIVE CBS POWER-TRON CHASSIS**, the greatest, newest "Power Plant" in all television. Super-powered for long distance and difficult reception areas; performance-proved in test after test. Provision for UHF.

## NEW CBS-COLUMBIA TELEVISION RECEIVERS NOW AT LEADING DEALERS!

**IT TOOK CBS TO DO IT!** Only CBS could provide the electronics research, the engineering and broadcast experience needed to perfect and make television receivers worthy of the stamp . . . "Engineered By CBS-Columbia."

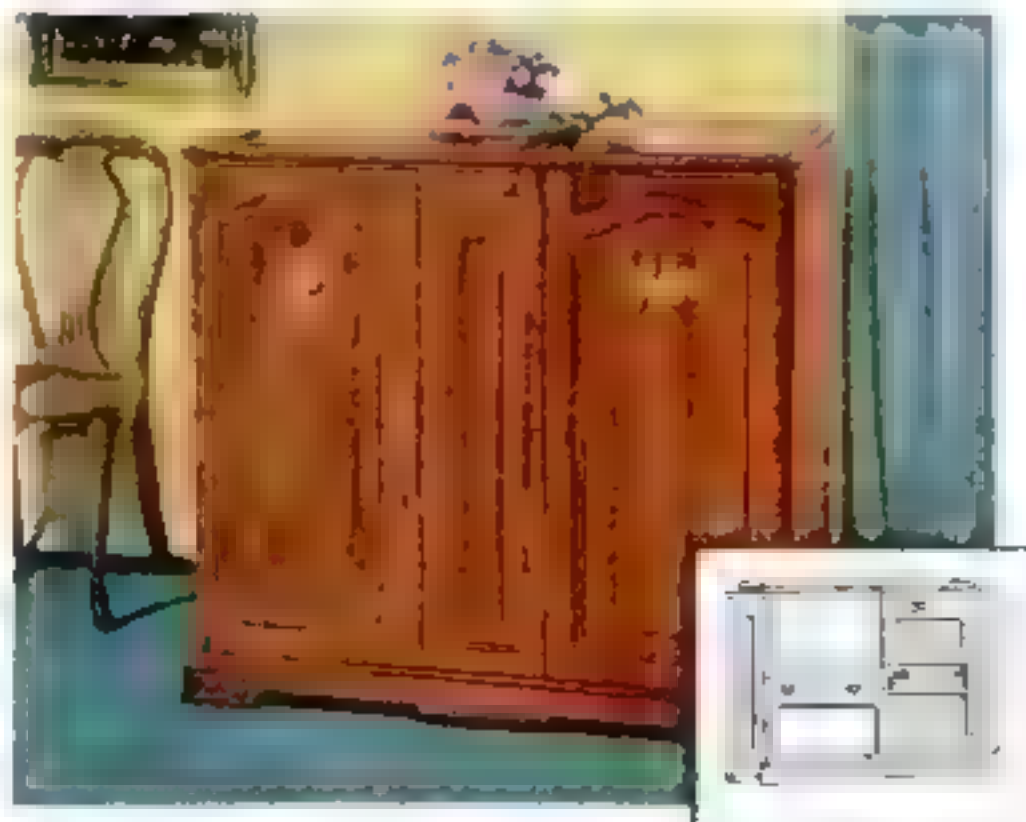
That's why in television today and tomorrow . . . "Engineered By CBS-Columbia" means thrilling new reception! The great new CBS exclusive *Power-Tron Chassis* is super-powered for long dis-

tance and difficult reception areas. Pictures come in so vividly sharp it's hard to believe you're not right in the studio itself!

See the first showing of the new CBS TV sets at your dealer now. Inspect the dazzling array of models in superbly styled, custom-crafted cabinets. Check performance. Compare prices. Learn why the new CBS-Columbia TV set is America's top television value. See why you'll never be satisfied with less!

**CBS-COLUMBIA INC.**

A Subsidiary of the Columbia Broadcasting System



**THE CORONATION**—21-inch TV, AMFM Radio, 3-Speed Phonograph in traditional mahogany cabinet.



**THE AMBASSADOR**—21-inch picture; luxurious, hand-rubbed cabinet of pin-stripe veneered mahogany.





**Over Rum Highballs** in the upstairs living-room at the home of W. Lucas Simons, one of Charleston's historic "single" houses built around 1760. Mr. Stoney examines sword given Mr. Simons' great-great-grandfather, Brigade-Major Keating Simons, by General

Francis Marion, the "Swamp Fox" of Revolutionary War fame. Mr. Simons (center) and Mr. Daniel Ravenel look on while enjoying highballs of Puerto Rican Rum. Seated is C. Norwood Hastie, Jr., eighth-generation owner of Charleston's famed Magnolia Gardens.

PHOTOGRAPHS BY ROGER COSTER



**Magnolia Gardens**, owned since 1671 by the Drayton-Hastie family. Visitors to Charleston may now enjoy these gardens, of which English novelist John Galsworthy wrote, "None other is so beautiful. It is a kind of paradise which has wandered down, a miraculously enchanted wilderness."



**Phillip Porcher Cup**—200 year old heirloom from plantation days, owned by Mrs. C. N. Hastie, Sr. Cup, made in London in 1757 and known as a standing covered cup, was used originally for Rum "shrubs" and light punches.



**"An' Lemme Tell You 'Bout The Raw, Raw Shrimp,"** The shrimp man's song fills Charleston's morning hours. Each has his individual cry, sung in Gullah dialect with a bouncy rhythm. Charleston has countless ways of preparing shrimp. Many enhance flavor by use of Puerto Rican Rum.





Historic Charleston Harbor where, as early as 1747, imports of Rum had risen to 170,000 gallons annually.



## OLD CHARLESTON REVEALS ORIGINAL RUM RECIPES

South Carolina historian traces use of rum  
from 1670—trend today to Puerto Rican Rums.

by SAMUEL GAILLARD STONEY

Throughout its long history Charleston has known how to enjoy the good things of life—food and drink among them. Our liking for Rum punches, "shrubbs" and other drinks with Rum is traditional. In 1670, the year Charleston was founded, Governor Joseph West sent to the West Indies for "3 hogshhead of rum and molasses and 2 or 3 cwt. of sugar." Seventy-seven years later the city was importing for various purposes 170,000 gallons of this spirit annually.

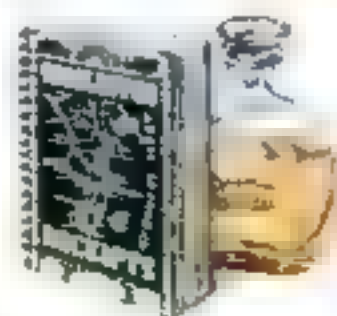


Tavern End of the old Pilot House, now a retail liquor store.

Naturally Rum found its way into food, as well as drink, recipes—or "receipts" as we Charlestonians say. The best of these early family "originals" have been collected and published under the title "Charleston Receipts." This book contains many singularly good recipes in which rum is used. I am partial to "Charleston Cup" and its summer version "Cool O' The Evening." Among the food dishes, a favorite of mine is "Rum-Bumble."

In keeping with the modern trend to less heavy food and drink, light-bodied Puerto Rican Rum is becoming increasingly popular in Charleston, particularly at cocktail time. It makes a gay cocktail or tall mixed drink and wears well—is surprisingly good in a highball.

Old Charleston Recipes — Revised edition; over 700 treasured recipes, \$2.95 postpaid. For your copy, write to Charleston Receipts, 17 Legare St., Charleston 2, S. C.



For Rumster Party Kits see your dealer, or write to—

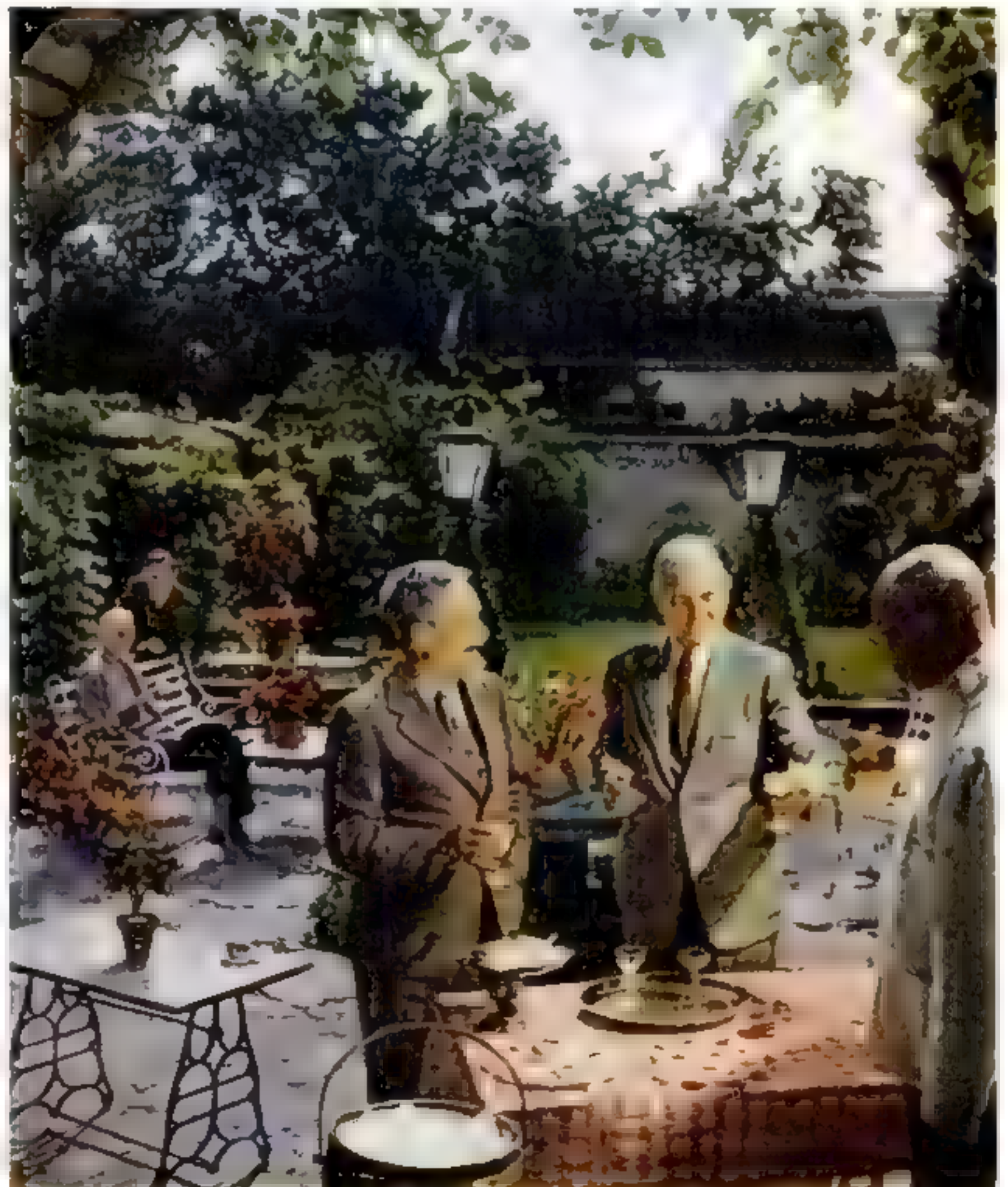
## Rums of Puerto Rico

600 Fifth Avenue, New York 20, N. Y.

RONRICO, DON Q, CARIOCA, MERITO, MARACA, RIONDO, CHRISTOPHER COLUMBUS, BOCA CHICA, BRUGAL. ALL 86 PROOF.



Dock Street Theatre. This restoration of its 1736 original contains a reproduction of the old Planters' Hotel bar. Mr. Stoney here shows guests and actors how to mix a bowl of Charleston Cup. For each person take 2 ounces of Puerto Rican Rum, 1 ounce Orange Curacao, ½ ounce orange juice, 1 teaspoon sugar. Mix well and pour over ice in a bowl. Serve in chilled cups.



The Cool Of The Evening in an old Charleston garden. Seated in the background, Herbert Ravenel Sass, the author, chats with friend while Daniel Ravenel and Mr. Stoney sample a "Cool O' The Evening" cocktail, made according to original Ravenel family recipe. For each cocktail crush one sprig of mint, add juice of ½ lemon, ½ teaspoon sugar, 2 ounces Puerto Rican Rum. Shake vigorously, using finely chopped ice. Serve in chilled glasses.





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**KATE SMITH SAYS:**

"See this giant color card at your SPRED SATIN dealer's. You'll love the 180 beautiful shades — from lightest pastels to deepest tones — for over 4800 different room color combinations."

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It's just that simple with The Wonder Paint! Right before your eyes at your dealer's store is a dramatic new display that lets you choose exactly the colors you want—for gorgeous room beauty like this...

**IT'S WASHABLE—SCRUBBABLE—  
DURABLE—BECAUSE IT IS THE  
100% LATEX BASE PAINT**

You can choose any of the exciting new SPRED SATIN colors...and enjoy the same lasting beauty that has been proved in millions of homes. SPRED SATIN is the 100% latex base paint, the most washable, durable paint you can use on walls, ceilings and woodwork. Ask for it by name—SPRED SATIN—accept no substitute.

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OR ROLLER IN  
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**"COLORS FOR YOUR HOME"**

Discover how easily you can plan room color schemes with a decorator's touch. 24 pages of full-color illustrations — plus helpful advice on color planning. Send 20 cents in coin to: The Glidden Company, Dept. L-952, Cleveland 2, Ohio. In Canada: The Glidden Company Ltd., Toronto.



## BLUE JAY CONTINUED

rying apron where it can be coated with chocolate icing as you will see tomorrow morning. . . .

"Fritz Palmquist has now collected no less than 24 different kinds of flowers at Blue Jay. What has Hawaii got that we haven't?

"Clarence M. Miller sends Birthday Greetings to twin daughters Janet and Joan on their 14th birthdays. . . . Hi to Patty the little squirt and love to my lovely wife Norma."

The elements of basic living at Thule are good. The men live two to a room in steam-heated barracks, and eating is one of the most popular of all pastimes since, in civilized contrast to the pemmican (a suet, blood, kidney and ground-peas mixture) with which Peary generation ago fortified himself before his polar dash, the government provides plenty of good food including frequent roast beefs and steaks. Steaks pose a peculiar problem at Thule because one gang is eating dinner in the mess hall at the time the other is eating breakfast, and breakfast-goers sometimes try to crash the inner line in order to begin their day with a broiled sirloin instead of mere ham and eggs.

Thule's good diet is undoubtedly responsible in considerable degree for the fact that virtually all of the already husky workers have shown an improvement in health since coming there. When his correspondent visited the 50-bed hospital he found eight beds occupied—out of 4,800 civilians. The doctor in charge declared flatly that Thule "is the healthiest place in the world." The men eat one and a half times as much as they do at home, average 30 pounds heavier than the national average—and the excess is virtually all muscle. Tests of 1,000 men showed a blood pressure decline in 95% after a few months at Thule, a fact which puzzled the hospital head until he hit upon an explanation which he firmly believes is the answer: no women around to raise blood pressures.

Another notable absence at Thule is the lack of Eskimos, even though there is an Eskimo village not far away whose inhabitants take a mild interest in the white man's mechanical marvels (they have found a pair of pliers a wonderful aid in skinning a polar bear). Fraternization between Thule's men and the natives is strictly forbidden. This is because Eskimos have virtually no immunity to diseases like the common cold and measles, and such mild ailments could easily kill them. The two groups have to be kept separate to safeguard the Eskimos. A rare exception occurred last Christmas when Thule was permitted to invite small, under-10-year-old Eskimos from the village to share its turkey-and-trimmings Christmas dinner and see a Mickey Mouse movie afterward. Everyone had a fine time and nobody caught the measles.



**THULE'S NEIGHBORS** are a handful of Eskimos. This mother and her two sons, shown before their sod hut, inhabit a village two miles from the air base.

now exclusive

***Tension-Free Support\****

answers your

**mattress question**



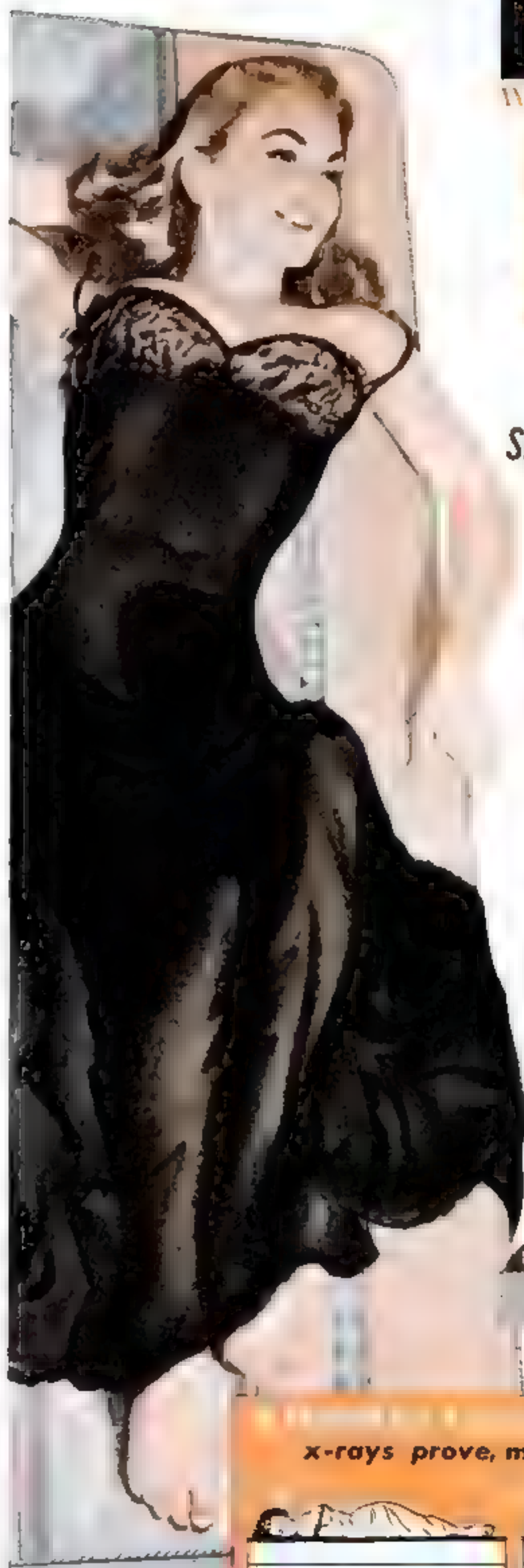
**Perfect Sleeper**

**America's Finest  
Smooth-Top Mattress  
and Box Spring**

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Get the "Perfect Sleeper" Mattress that's right for you: — healthfully firm, or the Sertapedic extra firm for back sufferers.

Try it! Know the difference in comfort! \$59.50 to \$99.50 at better dealers coast to coast, Hawaii and Canada.



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Chicago 11, Illinois





In front of his famous "dream house," Mr. Blandings' tire is about to roll over a plank-full of wicked spikes. Three inches more and the life of a good tire may be shortened by many thousand miles.

But—no loss to Mr. Blandings! For he has "dream tires"...

Yes, behind every Lee Super DeLuxe passenger tire is the Lee Road Hazard Guaranty. It covers defects in materials and workmanship for life, of course. But more than that, it covers road hazard damage of *any* kind, for a full fifteen months. Rim cuts, impact breaks, blow-

outs, damage from faulty brakes, wrong wheel alignment, underinflation—your Lee Guaranty includes them all.

Only an unusual tire could rate this *double guaranty*. Only a very confident manufacturer could safely make it.

Ride worry-free under this confident guaranty. Next time you need tires see your Lee dealer. He is one of more than 19,000 Lee dealers in the United States ready to equip your car with the tires that are good enough to *double* guarantee. Let him show you why Lee Tires give you

*Every Extra—Except Cost*



LEE RUBBER & TIRE CORPORATION, CONSHOHOCKEN, PA.

© 1952



Feet Up  
**PAT**  
**HIM**  
on the  
**PO-PO!**

Let's hear him laugh!



**LIKE THE PAPA** of his newest hit song, Guy Mitchell, who is unmarried, pats backside of a friend's baby.

The happiest—and most inane—words on records these days are the ones printed above. They are the title and first line of a paean to paternity in which a proud father sings, "I ain't seen a babe like this before; he's so good-lookin' I'm gonna have some more. . . ." Sung on a Columbia record by Guy Mitchell, *Feet Up* has sold 250,000 copies in seven weeks and is Mitchell's sixth big record hit. His others—

including *My Heart Cries for You*, *Sparrow in the Tree Top*, *My Truly Truly Fair*, *Belle Belle My Liberty Belle*, *Pittsburgh, Pennsylvania*—have sold a total of more than 5 million copies.

Three years ago Mitchell, whose real name is Al Cernick, was a hand singer and parttime cowpuncher in California. Traveling east with a band, he was stranded in New York by laryngitis, stayed to earn a meager living making

demonstration records for songwriters at \$5 a record. His infectious singing caught the ear of Mitch Miller, Columbia's popular records boss, who signed him. Cernick changed his name to Guy Mitchell in time to get it on the label of his first hit, *My Heart Cries for You*. At 25 he makes \$400,000 a year, which makes his happy-go-lucky voice even happier in theaters, nightclubs and in Europe's music halls.





## Winning team in men's and boys' underwear

### CARTER'S TRIGS with New Neva-Vex Front

➔ Individual male fit...with mild support. Never too snug. Trigs are the only briefs designed to adjust to *your* body. ➔ No sag or ride-up anywhere. ➔ Fore and aft comfort; seamless seat for complete wrinkle-free coverage. ➔ Long-life, heat-resistant elastic in waist and all-around leg-bands. Smart blue front trim.

### CARTER'S SUPER T-SHIRT

➔ Nylon-Set neckband...won't sag out of shape. ➔ Deluxe Nevabind sleeve...no tug, bind or chafe. ➔ Right length shirt stays put, won't bunch up.

THEY'RE ALL *Carter-Set* ...won't shrink out of fit.  
Fine cotton knits need no ironing.

TRIGS BRIEFS—for Dads, \$1.10-\$1.25—for Lads, 89¢

SUPER T-SHIRTS—for Dads, \$1.50—for Lads, \$1.25

and ATHLETIC SHIRTS—for Dads, 95¢ \$1.00—for Lads, 69¢-85¢

Pssst! Carter's makes fine underwear for the entire family!

The William Carter Co., Needham Heights 94, Mass.



'Feet Up' CONTINUED

## SINGER LOVES A RANCHER'S LIFE



**HOME ON THE RANCH** he bought in Tarzana, Calif. for \$25,000 with the proceeds from *My Heart Cries for You*. Guy Mitchell sings for gathering of friends and relatives. The dog, Duke, was a gift from a Chicago fan club.



**BARBECUING LAMB** at family party, Guy patiently tended the meat four hours before serving it. The bandaged wrist marks injury he suffered when thrown from a colt he was breaking in. He regards such activity as relaxation.



**ASTRIDE A BUCKING COLT** which had been ridden only once, Guy helps a rancher friend to tame the animal. Between singing dates, he still manages to find time to ride in rodeos, wants someday to retire and breed horses.

CONTINUED ON PAGE 137



# See This Man —

for **BEST BUYS** in travel

to all America ...

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running Greyhound—in 7000 cities and towns—  
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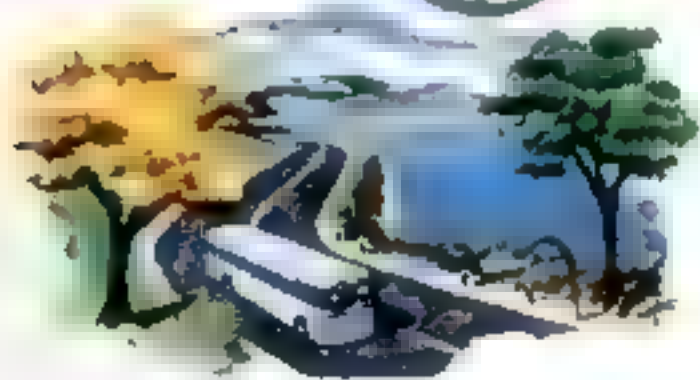
If you live in a big city you'll meet him at a ticket window, or in the Travel Bureau of the downtown Greyhound terminal. In a smaller town you'll find him at the bus depot—or he may be the proprietor of the local drug store, restaurant, hotel or other place of business.

In any case, he's an important man to your community ... and to you! For your friendly Greyhound agent is the only person who can provide a ticket to any of the 48 states, any great American city, Canada or Mexico—over the lines of one dependable transportation system!

His service goes far beyond the sale of tickets at a saving. He's ready to help you with schedules and itineraries—to select the most thrilling scenic routes—to recommend interesting stop-overs along the way. In hundreds of cities and towns he's prepared to arrange delightful Expense-Paid Tours, make hotel reservations, plan special sightseeing.

This is the man who offers you America's finest highway travel ... the Greyhound agent in your home town. Did we say "man"? Sometimes your Greyhound agent is a woman travel expert—and all we have said goes full measure for the lady who represents Greyhound!

See him (or her) for pleasant trips this Fall.



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Enjoy direct, time-saving, and luxurious travel with fewest possible stops.



**SEE THIS MAN** for group trips to  
the big games, all Fall events

Charter a Greyhound ... keep your crowd together every mile of the way.



**SEE THIS MAN** for Fall vacations,  
week-end travel, business trips

Golden Autumn days are great for scenic travel by Greyhound bus.



**SEE THIS MAN** for planned pleasure  
tours, hotel reservations

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Mr. Brummel, you look good in that lighter-weight

That lighter-weight's a **Champ**. Light as a leaf. Light as a whiff of smoke. Light as a dollar bill (costs only seven and a half dollar bills). And sits handsomely on your head from January to June to January again.

Wear it all year for an all-year lift: in sun, in cold, ashore, afloat. The fur-felt is imported, and the shape is pre-creased. And inside (important) is the **Champ** label--we're specialists in this craft, and we don't take our

lighter-weights off to anybody. Regular-weights and lighter-weights, \$7.50, \$8.50 and \$10. Individually boxed. At men's stores and department stores everywhere.

**CHAMP**

**LIGHTER-WEIGHTS**

Illustrated in metal tan, the Featherweight Champ, \$7.50. Champ Hats, Inc., 350 Fifth Ave., New York.



'Feet Up' CONTINUED



**MOBBED IN LONDON**, Guy Mitchell signs autographs after appearances at the Palladium. He was besieged daily in streets by British baby-sitters.



**ALONE IN NEW JERSEY** after swimming at Wildwood, where he sang in nightclub, Guy climbs into his clothes. He was star swimmer in high school.

**WHY**

**Amana**  
UPRIGHT  
FOOD FREEZER

**Outperforms all  
freezers tested**

**5**

**FREEZING COILS**

ONLY THE AMANA UPRIGHT has freezing coils in top, bottom and every shelf. All food is either on or below a freezing coil, providing constant uniform temperatures.

**KEEPS FOOD BETTER  
SAFER LONGER**

Tests prove Amana Upright freezes food 2 to 4 times faster than ordinary-type freezers.

**COSTS LESS  
TO OPERATE**

Amana Upright uses less electricity in freezing large quantities of food faster than other leading freezers.

**USES LESS FLOOR SPACE**

Amana Upright gives you much greater capacity in less floor space than other freezers.

**MAKES ALL FOOD MORE ACCESSIBLE**

Every package of food in your Amana Upright is in plain sight... within easy reach.

**FREE**—See for yourself the comparative tests that prove Amana Upright Freezers so superior. Write today for your copy: Amana Refrigeration, Inc., Amana, Iowa.

ENJOY HIGHER LEVEL LIVING  
AT LESS COST  
WITH AMANA UPRIGHT



Guaranteed by  
Good Housekeeping  
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**Amana**

BACKED BY A  
CENTURY-OLD TRADITION OF  
FINE CRAFTSMANSHIP

World's largest, exclusive manufacturer of Amana  
Upright and Chest Type Food Freezers





**AT MORNING PRAYER MEETING** a group of boys sits on a large hollow wooden cross, which later that day was raised to mark official start of the "Church

Day" conference for youth (p. 162). The boys lived in the tents in background, men, women and girls stayed in separate tent area in other parts of Stuttgart





TWO SISTERS OF WÜRTTEMBERG ORDER RIDE IN A SIGHTSEEING CHAIR LIFT IN A STUTTGART PARK



OTTO DIBELIUS is head of the Evangelicals.



HANNS LILJE is head of all World Lutherans.

## *Life Goes to an Evangelical Encampment*

### GERMAN PROTESTANTS HOLD FESTIVE RALLY

Into Stuttgart, Germany early this month thronged more than 250,000 members of the German Evangelical (Protestant) Church for the fourth annual "Church Day" and a chance to combine religious fervor with sociable fun. Quartered in huge encampments, they took the serious religious business of the conference in large gulps. Their leaders, prominent Protestants like Bishops Dibelius and Lilje (above), were preoccupied with the German church's overriding worry—the fate of the 12.5 million members who live in the Soviet-controlled East Zone. Of the 20,000 East Zoners who were expected to show up at the conference, only 40 were allowed to come.

But this did not dampen the enthusiasm of those at the rally. Besides visiting countless religious exhibits, eating in huge mess tents and overflowing the city on sightseeing tours, they went about their prayer meetings, group singings and discussion sessions with such a cheerful and festive air that they made the rally look like a gigantic Sunday school picnic.

MASSED BICYCLES fill a special parking lot at the boys' camp. Conferees came by train, bus and on foot but most of the young people cycled to the rally from all over Germany.



MASSED LISTENERS hear Dr. Kurt Scharf discuss role of church in politics. Nine tents and halls held 45,000 listeners simultaneously.





# STOP TRIPLE "O"

...don't let any odor offense come between you!



**STOP BREATH ODOR**

Never before—such freedom from odors due to smoking, eating, drinking all bad breath!

**STOP BODY ODOR**

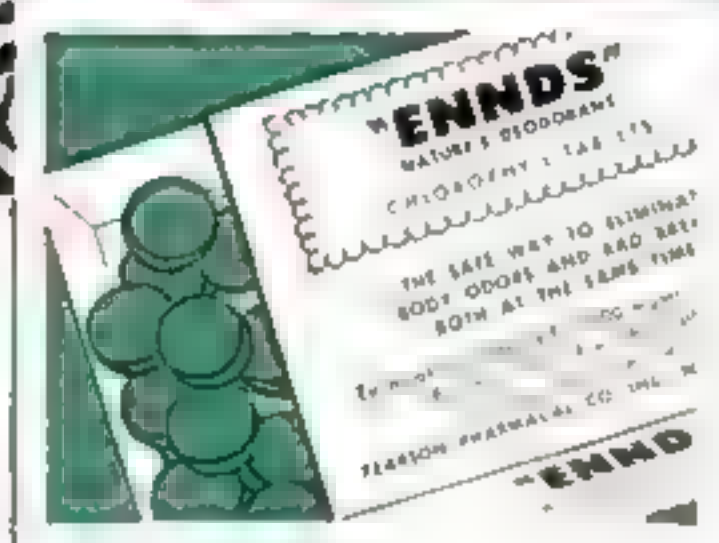
Never before—such freedom from all body odors—even perspiration odors from underarm and whole body

**STOP other PERSONAL ODORS**

Never before—such complete, long-lasting freedom from all personal odor offense!

## HIGH POTENCY "ENNDS"

more effective than other chlorophyll products—act faster, longer, more thoroughly to stop all odor offense all day!



YOU READ in Reader's Digest how chlorophyll, Nature's most effective deodorant, has miraculous power to stop odors of breath and body both at once!

Now, here's even greater news! America's most popular chlorophyll tablets, high potency "ENNDS", have power to protect you from all three forms of odor offense (breath, body and other personal odors)...faster, longer, more completely than ever before possible!

Protect you from TRIPLE "O" all day! Yes, high potency "ENNDS" go to work at once...are so effective that just one or two tablets stop TRIPLE "O" for all day!

You see, "ENNDS" are made from a more potent form of chlorophyll that acts faster, longer, more thoroughly throughout your system than other chlorophyll products. High potency "ENNDS" tablets are triple effective.

High potency "ENNDS" stop not only breath and perspiration odors. They

act internally even to check odors of "difficult days" and other personal odors. They keep you fresh as a daisy... from head to toe!

"ENNDS" are guaranteed to stop TRIPLE "O"...or money back! You wouldn't expect to get such complete protection from other deodorants that act only on the surface or in the mouth—or from chlorophyll products that do not contain enough chlorophyll!

High potency "ENNDS"® Chlorophyll Tablets are completely safe—pleasant tasting! At drug counters everywhere.

Over 90% stopped TRIPLE "O" in clinical test. Scientific odor test...with hundreds of examinations of factory and office workers proved that "ENNDS" stopped Triple "O" warrier as never before possible! You see, high potency "ENNDS" act inside body (where odors start) to destroy all personal odors...keep you safe from offending always!



\*"ENNDS" contain "Darcol"® Pearson's special brand of high potency chlorophyllins

Trial Size—49¢ • Pocket Size—\$1.25 • Economy Size—\$2.75 • Hospital Size—\$12.50  
Also available in Canada

# "ENNDS"

CHLOROPHYLL TABLETS



WASHING UP at a long shower trough, boys get ready for 6:30 a.m. breakfast. Boys mostly held sessions of their own but attended some with adults.



BELL RINGING summons boys to morning prayer. Rented specially for the conference, the bells will later be installed in a church elsewhere in Germany.



EVENING PRAYER is said by boys after dinner at encampment. Standing by empty bowls, they sang a song, prayed, then went off to an evening meeting.

CONTINUED ON PAGE 162





**BEAUTY AND FUNCTION.** The Plymouth, like all Chrysler Corporation cars, is styled not by body designers alone, but by engineers, production men and designers

working together. From the finely-appointed interior with all its conveniences, to gleaming finish, it is designed and engineered to give you superlative transportation.

## WHAT'S THE BEAUTY SECRET OF CHRYSLER-BUILT CARS?

A car need not be four wheels, a body and an engine lumped into any shape that designers please. It can be a graceful mechanism, the form of which is chiefly determined by function.

This sounds academic — but it is the practical principle that underlies the building of every Plymouth, Dodge, De Soto and Chrysler. The beauty of the cars shows the results.

A plain example is the beautiful flowing lines of

the roof on a Chrysler-built car. Chrysler engineers and designers consider the passengers' needs — the space for sitting, the depth of seats, the clearance between head and roof. All this is function. The graceful outer form then follows.

This approach to design produces cars which are rightly proportioned, handsome, and eminently suited to the purposes for which you choose them. It is the true beauty secret of Chrysler-built motor cars.



**BEAUTY AND SPACE.** Wide seats, front and rear, and plenty of head room in this De Soto. Every Chrysler-built car gives you the extra space inside, without adding extra bulk outside.



**BEAUTY AND VISIBILITY.** Note how much glass area there is in this Chrysler — a panoramic windshield and wide, deep windows in sides and rear. And visibility blends here with beauty, too.

**BEAUTY AND COMFORT.** In this Dodge, as in all Chrysler-built cars, seats are chair height. You command a clear view of the road, you sit upright, and you are comfortable. And the interior is harmoniously and fashionably designed.



### CHRYSLER CORPORATION

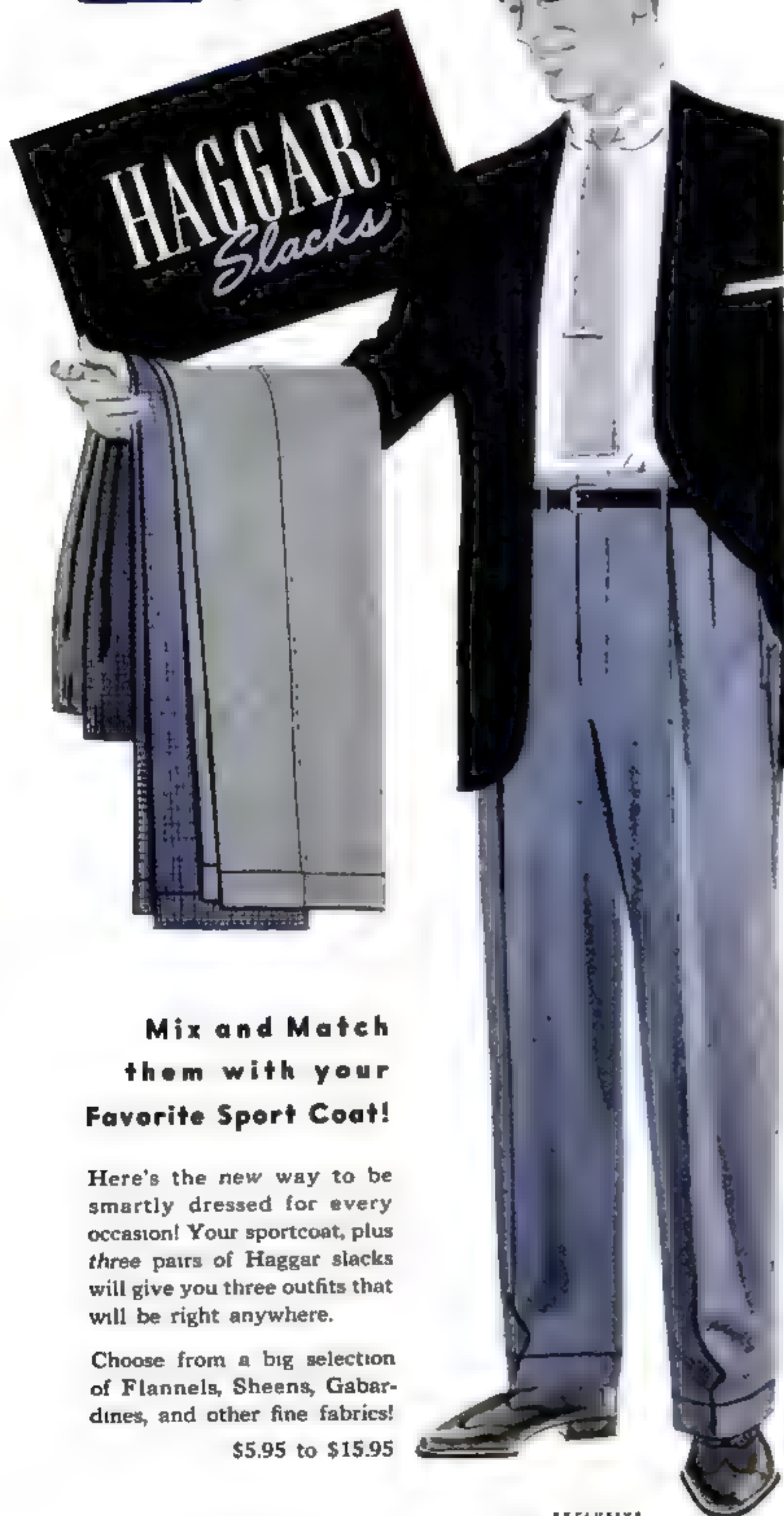
engineers and builds

PLYMOUTH, DODGE, DE SOTO, CHRYSLER CARS & DODGE TRUCKS

Chrysler Marine & Industrial Engines. ORB Metal Powder Products. Mopar Parts & Accessories. Airtemp Heating. Air Conditioning. Refrigeration. Cyclotherm Cement Products



*Triple your  
Fall wardrobe with  
three pairs of*



**Mix and Match  
them with your  
Favorite Sport Coat!**

Here's the new way to be smartly dressed for every occasion! Your sportcoat, plus three pairs of Hagggar slacks will give you three outfits that will be right anywhere.

Choose from a big selection of Flannels, Sheens, Gabardines, and other fine fabrics!

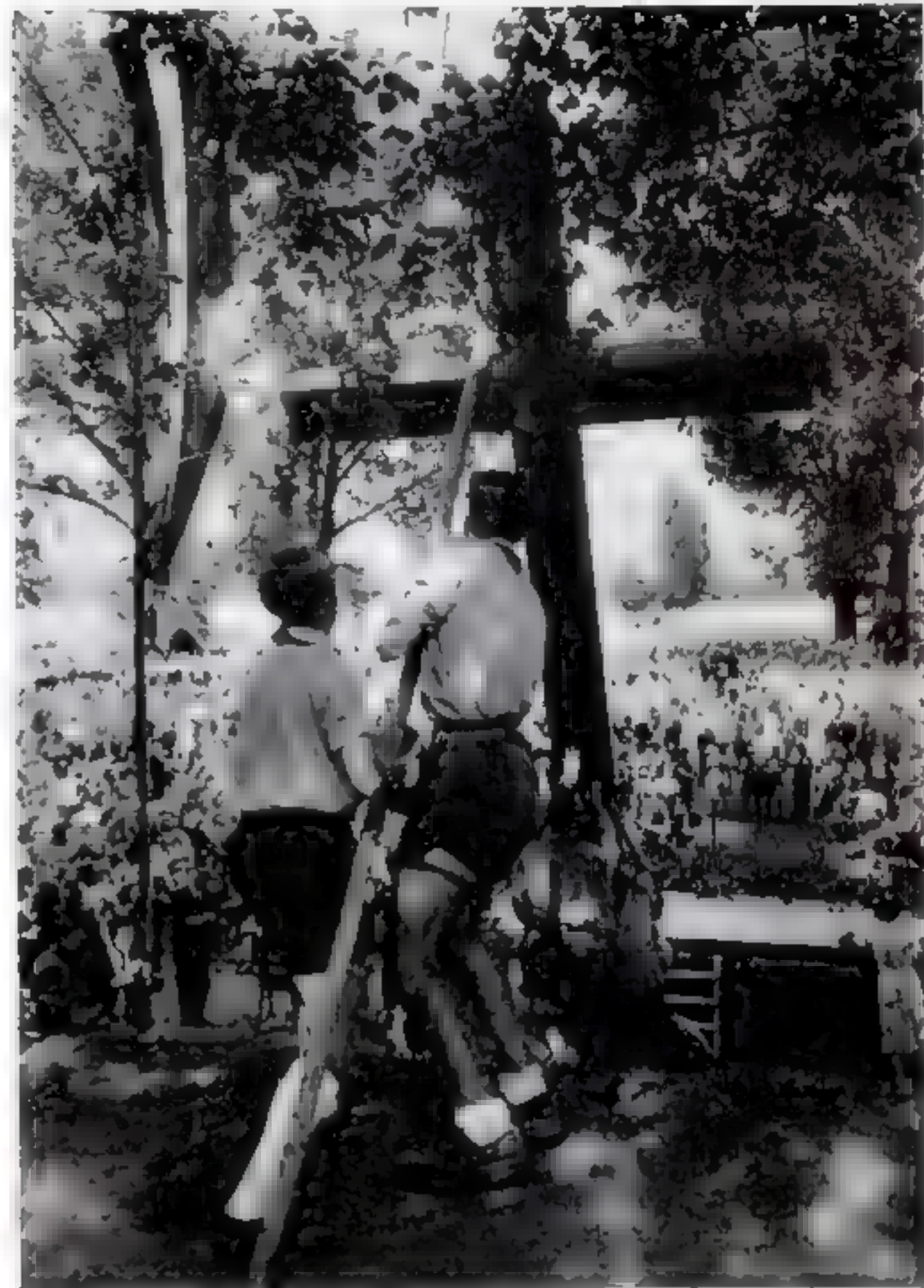
\$5.95 to \$15.95

The Hagggar Pant-O-Rama at your dealer's will help you choose the slacks that go BEST with your sportcoat!

**HAGGAR CO., DALLAS**



*Church Rally* CONTINUED



**ERECTING CROSS** near their encampment (background), church scouts proclaim start of young people's part of rally. Cross is one shown on page 158.



**BETWEEN MEETINGS** boys while away the time playing "skat" inside one of the encampment tents. The boys slept on straw, 350 of them to a tent.





The Postcard that involved a

**Million Dollars!**



**1** This is the story of a grandmother in Providence who had used a particular brand of dessert for years. She had long been a loyal booster of this product. But one day, she bought some that tasted "different".



**2** She sat down and wrote a postcard to the company whose name appeared on the container, and addressed it to the president. She frankly told him of her disappointment in the product, and said she would never buy it again!



**3** That postcard started things: First, she received a personal letter from the president. Then a representative called, took back what she had left of the product, and told her he was going to take back all her grocer had, too.



**4** Something *had* gone wrong! The company recalled all of that particular batch of the product. And even though a research program had been underway for years, the manufacturer actually spent \$1,000,000 on a new, quality control laboratory!

**Surprising? Not at all!** Among companies that make branded products, you, the consumer, are the first and last word! So read the ads in this magazine carefully. When you buy the brands advertised, you get the most important plus of all—the confidence and security of knowing the maker stands behind the brand to which he has given his name.

*Brand Names*  
*Foundation*  
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57 STREET, NEW YORK 19, N. Y.





## FREE FLIGHT AT THE FAIRGROUNDS

This is the season of the county and state fairs, and across the U.S. daredevils of various sorts are entertaining fairgoers who like vicarious thrills along with horse races and 4-H club exhibits. Dizzy acts like high divers and tightrope walkers supply plenty of thrill, but the big demand is for something more—something like a man shot out of a gun. That is exactly what has happened to the scarablike figure

hurtling over the Ferris wheel in this picture, made at the Westchester County (N.Y.) Fair. Human Cannonball Henry DuBois is "fired" by compressed air from the cannon in the background, and with luck he lands in the net in the foreground. The act is billed "SHOT FROM CANNON, WILNO, IN PERSON," but DuBois takes the bumps. Wilno, once the cannonball, now just pulls the trigger and takes the credit.





If  
you've  
tasted  
today's

**SCHENLEY**  
... you know it's  
the best-tasting  
whiskey in ages!



Nature's unhurried goodness + Schenley's unmatched skill = the best-tasting whiskey in ages!

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# Why did you change to *Camels*, DOROTHY KIRSTEN?



DOROTHY KIRSTEN,  
Metropolitan Opera star



"Singing is my love—and my living. So my voice and throat mean a lot to me. When I made my own 30-day Camel test, I found Camels suit my throat. I've smoked Camels ever since...and smoking has never been so pleasant!"



Smoke only Camels for 30 days...see for yourself how well

## CAMELS AGREE WITH YOUR THROAT!

Try America's most popular cigarette as your steady smoke. Make the Camel 30-day test. Smoke Camels and only Camels for 30 days. Enjoy their rich, full flavor... enjoy their cool, cool mildness. You'll see how Camels keep on pleasing *your* taste. You'll see how Camels suit *your* throat — pack after pack, week after week!

You'll prove to yourself in your own "T-Zone" (T for Throat, T for Taste) how mild and good tasting Camels are. You'll see why so many smokers say, "I'd walk a mile for a Camel".

**CAMEL OUTSELLS ALL OTHER BRANDS  
BY BILLIONS OF CIGARETTES!**

Test Camels  
in your  
"T-Zone"

(T for Throat,  
T for Taste).



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